



Essentials of Management: An International, Innovation, and Leadership Perspective

By Harold Koontz, Heinz Weihrich



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This new edition of Essentials of Management continues to integrate theory with practice. While maintaining the international and leadership perspectives, innovation as a new perspective has been introduced in this edition.

Numerous examples and cases present in this text illustrate the application of concepts and theories to Indian environment.

The book is based on integrative systems model which not only integrates all the five functions of management (planning, organizing, staffing, leading and controlling) but also links the enterprise with its external environment.

Salient Features:

- Sharper and focussed learning perspective through realignment of chapter content with the learning objectives.
- Widened scope of the book to include innovative perspective.
- Enhanced pedagogy with new chapter-end questions and perspective boxes.

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