



Business Administration Made Easy and Practical: Quick Revision Notes and Selected Management Articles for Management Excellence, with Important Practical Management Tips

By Bertrand Wong

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 100 pages. Dimensions: 11.0in. x 8.5in. x 0.2in. This important book provides a wide range of management ideas for both the practitioners and students. It practically covers the whole range of management functions, from the soft aspects to the hard aspects. The author also shares some of his expertise with the reader. In its own way it is a unique business management book. Business people and practitioners and industrial managers or engineers should find the book of great practical interest as a reference text as it covers such important practical subjects as production management, risk management, finance and banking, personnel management, marketing management, accounting, automation, leadership techniques, public relations, industrial relations, work study, motivational techniques, productivity and management controls. Business management students should find the book useful for quick revision. In fact, this is a very ambitious business management book. To add more practical interest to the book, selected, stimulating articles, some of which had been published in journals in the past, are included. There are also important practical management tips. The book includes an introduction by a successful businessman offering important views on business and management. Readers...



Reviews

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