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FUNDAMENTALS *of* MANAGEMENT



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*Good management is not about making great decisions,
but about making decisions right.*

Fundamentals of Management

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About the Book

Fundamentals of Management provides a comprehensive introduction to the core concepts, principles and practices of management. The book is designed to help students understand how organizations function and how managers plan, organize, lead and control resources effectively to achieve organizational goals in a dynamic environment.

The book blends theory with real-world examples and contemporary case insights, making it an essential read for students, educators and aspiring managers.



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