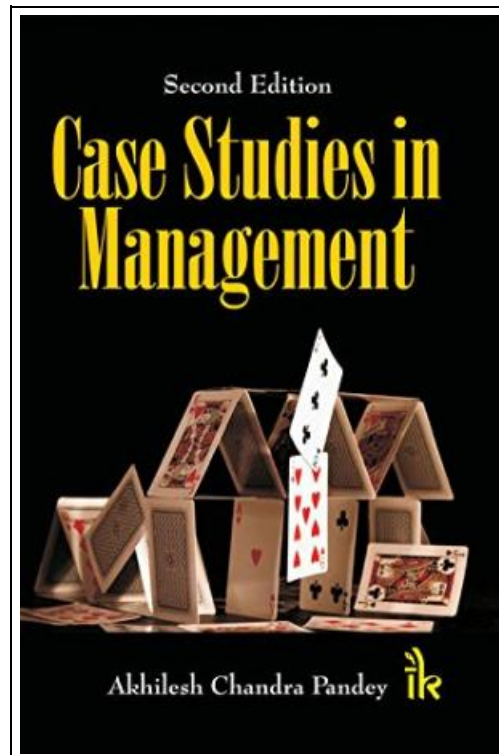


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I.K. International Publishing House Pvt. Ltd., 2015. Paperback. Book Condition: New. Second Edition. 16cm x 24cm. This book presents practical understanding of the management problems. Broadly it is meant for the students who have basic training in management or commerce and also for those with little or no formal management background like MCA and Engineering. For management professionals, essential principles and concepts of management that are particularly relevant for understanding the problems of management are highlighted through issues for discussion. Thus, the book is of special value for undergraduate and postgraduate courses like BBA, MBA, MHRD, MIB as well as for B.Tech and MCA. The case material is sufficiently broad in scope and rigorous in coverage to satisfy any undergraduate and postgraduate courses in the field of management. Each case study provides a descriptive analysis of the critical problems faced by leading organisations. Further more, each case study is chosen to reflect and illustrate a specific problem. Each case study contains one relatively successful and the other less so in dealing with one or more of the critical issues or problems. All the case studies have been updated to reflect the latest available information of the corporate world. Issues for discussion in each case are an attempt to explore the various facets of management principles involved for solving the problem."



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