

Preface

What makes this book unique?

One of the fundamental objective of mine is to create a text book for students and instructors that is both relevant and rigorous. Despite the number of good textbooks on the market, many of them tend to lean in one of two directions: Some textbooks do a good job on presenting material and integrating research but students struggle to make the connection between theory and practice. Other textbooks do a good job of relating material to the real world but they are not always based on the current research. My experience in teaching students, talking with other faculties and practicing managers led me to believe that there is a need for a text book that was a mix of all which would enable students to apply theory without any difficulty.

The text of this book has been primarily designed to provide clear understanding of the subject in today's context to the students of management. Attempts have been made to familiarize them with latest developments taking place in the theory as well and practice of management.

Author

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