

# Business, Marketing, and Management Principles for IT and Engineering; Dimitris N. Chorafas; 2016; CRC Press, 2016; 9781439848074; 439 pages

An insider's view on how management principles find application in the real world and what makes organizations perform like nothing else. Instead of focusing on any specific aspect of management, this work discusses the need for a manager to create an efficient system out of various components that work to the advantage of a company. A must-read for business managers willing to enhance their understanding of the art and science of management. << Get this book >>. #5 "Six thinking hats: An essential approach to business management. Internet Archive Open Library Book Donations 300 Funston Avenue San Francisco, CA 94118. Better World Books. An edition of Business, marketing, and management principles for IT and engineering (2011). Business, marketing, and management principles for IT and engineering. by Chorafas, Dimitris N. 0 Ratings. Staffing and directing. Management control. Marketing and sales. Marketing. The Market's conquest. Business, Marketing, and Management Principles for IT and Engineering Chorafas, Dimitris N. Taylor&Francis 9780367382612 : This book supplies the understanding required to effectively manage a. Using case studies, the book illustrates the principles, policies, and management practices used by some of the most successful companies around the world. The real-world case studies supply valuable insight into the range of issues that confront decision makers in business. By explaining how to develop effective strategies and business plans, the text supplies both the concepts and the tools to stay on track with those plans.