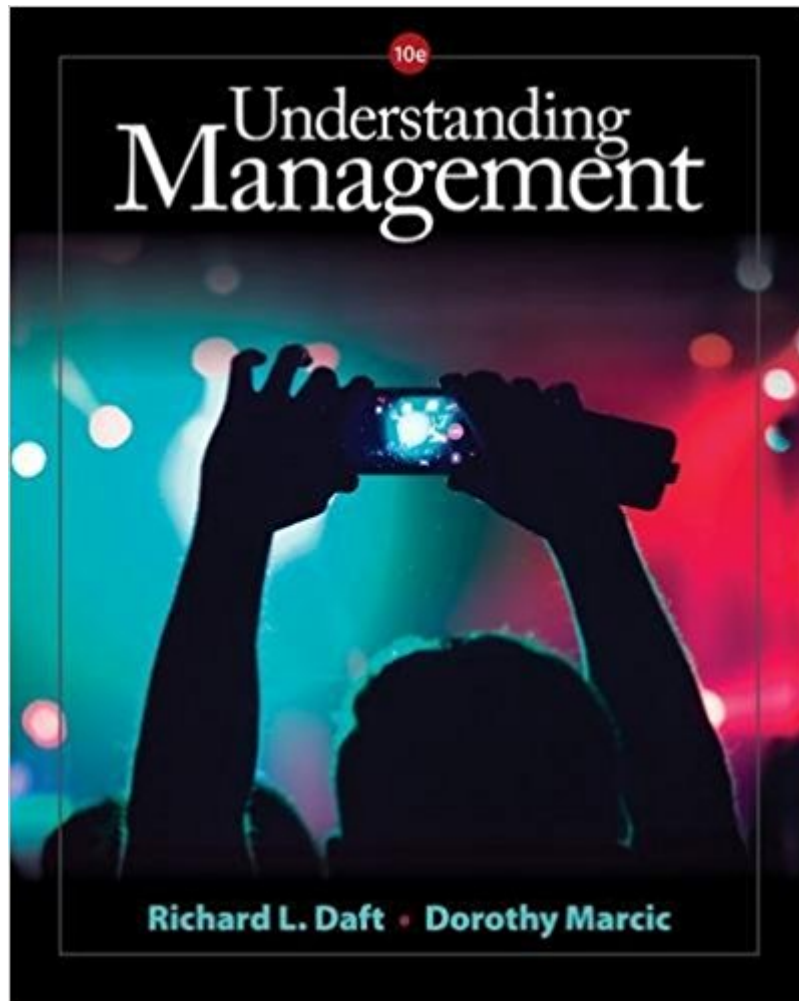




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# Understanding Management



## Synopsis

Prepare students for management success with this engaging survey of modern management practice. UNDERSTANDING MANAGEMENT, 10E, seamlessly integrates classic management principles with today's latest management ideas to create a current market-leading text. Acclaimed authors Richard Daft and Dorothy Marcic cover management and entrepreneurial issues within small to midsize companies, where most students begin their careers, as well as within larger global enterprises. Students gain valuable insights into real contemporary business as they examine today's best management practices. This edition helps students establish and build on practical skills they can readily apply to future or current careers. Engaging examples and numerous skill-building and application exercises in every chapter help students deepen their understanding and refine their management abilities. With a streamlined format, this edition takes a close look at how change demands innovation and how innovation requires forward-thinking, flexible leaders and organizations. The complete ancillary package and high-impact digital options available with this edition, including MindTap and Write Experience provides flexibility and solid support for your course as you use it to prepare today's students to seize business opportunities and lead change.

## Book Information

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"It took me a little while to figure out the best way to structure MindTap for my students to effectively use it, but overall it provided great learning ground for the basics and allowed me to use course time for enrichment and discussion."

Richard L. Daft, Ph.D., is the Brownlee O. Currey, Jr. Professor of Management and Principal Senior Lecturer in the Owen Graduate School of Management at Vanderbilt University, where he specializes in the study of leadership and organization theory. Dr. Daft is a fellow of the Academy of Management and has served on the editorial boards of Academy of Management Journal,

Administrative Science Quarterly, and Journal of Management Education. He was associate editor-in-chief of Organization Science and associate editor of Administrative Science Quarterly. Dr. Daft has authored or co-authored 13 books, including *The Executive and the Elephant*, *Organization Theory and Design*, and *Management*. He also has authored dozens of scholarly articles, papers, and chapters, and he has published in the *Administrative Science Quarterly*, *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Journal of Management*; *Accounting, Organizations and Society*, *Management Science*, *MIS Quarterly*, and *Organizational Behavior Teaching Review*. Dr. Daft has received several government research grants in organization design, organizational innovation and change, strategy implementation, and organizational information processing. An active teacher and respected consultant, Dr. Daft has served as associate dean and helped manage a start-up enterprise. He has been involved in management development and consulting for numerous organizations, including the American Banking Association, AutoZone, Bridgestone, Vulcan Materials, TVA, Pratt & Whitney, Allstate Insurance, State Farm Insurance, the United States Air Force, the U.S. Army, Central Parking System, USAA, Bristol-Myers Squibb, and Vanderbilt University Medical Center.

Dorothy Marcic, EdD, MPH, is a professor at Columbia University and a former faculty member at Vanderbilt University. Dr. Marcic is also a former Fulbright Scholar at the University of Economics in Prague and the Czech Management Center, where she taught courses and did research in leadership, organizational behavior, and cross-cultural management. She teaches courses at the Monterrey Institute of International Studies and at the University of Economics in Prague, and she has taught courses and given presentations at the Helsinki School of Economics, Slovenia Management Center, College of Trade in Bulgaria, City University of Slovakia, Landegg Institute in Switzerland, the Swedish Management Association, Technion University in Israel, and the London School of Economics. She has served on the boards of the Organizational Teaching Society, the Health Administration Section of the American Public Health Association, and the Journal of Applied Business Research. Dr. Marcic has authored 12 books, including *Organizational Behavior: Experiences and Cases*, (South-Western Publishing, 6th Edition, 2001), *Management International* (West Publishing, 1984), *Women and Men in Organizations* (George Washington University, 1984), and *Managing with the Wisdom of Love: Uncovering the Virtue in People and Organizations* (Jossey-Bass, 1997), which was rated one of the top 10 business books of 1997 by *Management General*. In addition, she has had dozens of articles printed in publications such as *Journal of Management Development*, *International Quarterly of Community Health Education*, *Psychological Reports*, and *Executive Development*. Professor Marcic has conducted hundreds of seminars on

various business topics and consulted for executives at various companies.

This text is written with very clear application and usage for persons involved in or aspiring to work at some level of management. As an instructor in human service management, I am usually able to construct an analogy which is what I have been doing since I began using the 4th edition as the text for my Human Service Management class. Thank you for the clarity in the presentation of the basic management information.

The subject matter was dry, but it's required reading for business majors. It arrived quickly and in great condition.

Book received missing the front cover page. Books in rough shape but usable.

Exactly as described!

Perfect method for studying from Ebook.

just what i needed!

Pages were stuck together on mine

Great book! Wonderful content!

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