

Management

[Business](#), [Management](#)



inserts his/her Management The book is a comprehensive demonstration of management theory with detailed focus on the various functions of management including planning, organizing, leading and controlling. Planning has been defined as deciding how to fulfill the goals set. Organising, on the other hand, involves the alignment of various resources in order to fulfill the goals. Leading and controlling are concerned with motivating people and measuring their performance. The content provides the reader with a thorough understanding of basic management concepts so anyone who is new to the world of management will have no difficulty comprehending them. Each and every concept is classified and clearly communicated through the use of headings, bold texts and real-life examples. The use of pictures and tables enables comprehension of the subject matter. The author makes an interesting differentiation between manager and entrepreneur by stating that the former is involved in growth of an existing business whereas the latter involves innovating thinking. Furthermore, the book includes anticipated questions and their suggested answers. This is a helpful mode of learning as it clarifies various concepts reducing ambiguity. Emphasis is laid on contemporary theories of management such as that of the learning organisation. Mini case studies provide readers a chance of practically applying various concepts learnt in the chapter. Also, the authors mention various techniques that enable organisations respond to uncertainty including defenders, prospectors, analyzers, reactors. It defines the management hierarchy is organisations starting at first-line managers and ending at top management. Great emphasis has been laid on the concept of strategy including the

different types of grand strategy such as growth, stability and defensive strategy. These strategies vary in the amount of change they incur to the organisation. Next, the major tools for strategic planning are discussed which include SWOT, competitive intelligence and forecasting. Popular tools such as the BCG matrix by Boston Consulting Group are also mentioned.

The beginning of each chapter is marked by a set of prospective questions which serve as a checklist for the reader when reading the chapter. Small examples serve as mini case studies, at the end of which the reader is asked a question involving application of concepts learnt in the chapter. These are useful scenarios as managers may often be confronted with such real-life dilemmas in which response is required. To this end, the author offers three basis of decision-making: the rational decision, the intuitive decision and incremental decision. At the same time, the language used is simple, clear and effective and unnecessary jargon is avoided. Group dynamics, a crucial concept in contemporary management, has also been discussed along with various motivational theories such as Maslow's hierarchy and Herzberg's theory.

The book also provides sound theoretical understanding of various situational theories of leadership. Although this may sound like information overload, the author intends to develop strong theoretical basis for readers of the book. Therefore, the book is highly comprehensive in nature and includes a step-by-step approach to most concepts. An important distinction is made between transactional and transformational leaders whereby Tim Cook- the successor CEO of Apple is considered as transactional whereas Steve Jobs is considered transformational in that he was responsible for

Apple's turnaround. The author devotes a relatively smaller chunk (towards the end of the book) for management in ecommerce platform and more information and concepts regarding management and technology could have been incorporated. Finally, the importance of effective communication is stated in the book and in depth discussion of concepts in the communication process is detailed.

To conclude, the book provides a comprehensive description of various management concepts at the basis level. It aids understanding through categorised information and an easy to read layout.