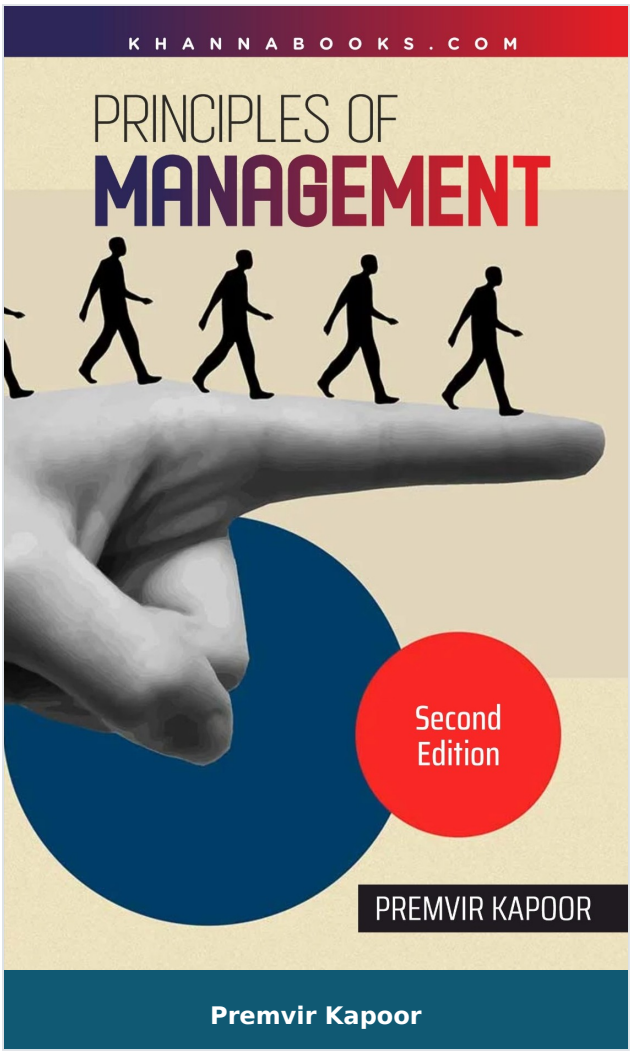


Principles of Management

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Product Description

The book provides comprehensive coverage of the management principles and concepts in simple and lucid style with economic conditions continuing to be uncertain, complexity of business increasing many fold, competitive pressures mounting and organizations becoming flatter by each passing day, managers have a tough balancing act to do and need adequate grounding and acquaintance of principles and functions of management. The book shall be useful for the readers who want to upgrade then knowledge and skills with the right attitude.

The book has been specifically designed to meet the academic requirements of the students BBA, MBA, M.Com, BCA courses.

The book covers the syllabus of principles and functions of management subject of various management/Business institutes and universities.

It covers model questions and answers on various management topics.

It covers various management and commerce terms.

The whole subject matter has been presented in a simple and easily understandable manner and an attempt has made to give a precise, comprehensive and compact treatment to the subject. In order to enhance knowledge, understanding and application adequate emphasis has been given to clarify management concepts.

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Author

Premvir Kapoor

Dr. Premvir Kapoor BBM(BHU), MBA(Podar Institute of Management), LLB Delhi, Ph.D(Meerut University), Diploma in Training and Development, ISTD New Delhi, Diploma in Corporate Laws and Secretarial Practice(Indian Law institute New Delhi). He has worked s Director in Sri Ram Institute of Management and IIMT Institute of Management, Greater Noida and Professor of Human Resource Management at IMS Ghaziabad and Lingaya University Faridabad. He has been associated with some of the leading Institutes of Company Secretaries of India, Institute of Marketing management, Western U.P Productional Council. He is a member of Indian Law Institute, New Delhi. He has been visiting faculty at various prestigious business schools.

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