



Modern Business Administration

Robert C. Appleby

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In Modern Business Administration, Robert C. Appleby provides the reader with the newer approach to management thinking, a smoothing, swift-decision taking and creative method that can be applied to all fields of thinking: social, economic, political etc. He succeeds in applying the Japanese principles of management to the American ones and in "making them grow on the soil of Great Britain". Hence, in this book, Robert C. Appleby managed to launch management as an innovative and creative method for the administration of the British enterprise. The treatment of the book is factual and practical.

These are the topics summarizing Modern Business Administration:

- . The elements of managerial knowledge, i.e.
 - . Planning
 - . Organizing
 - . Directing
 - . Controlling

- . The practical side of management, namely the functional areas of:
 - . Marketing
 - . Production
 - . Human resource management
 - . Office organization

- . Each chapter:
 - . begins with a list of the major learning objectives and;
 - . ends with a summary, review questions, review problems and a bibliography.

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