



Modern Management: Concepts and Skills (13th Edition)

Samuel C. Certo, S. Trevis Certo

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Directed primarily toward undergraduate business college/university majors, this text also provides practical content to current and aspiring industry professionals.

Modern Management is a traditionally organized principles of management text that integrates core concepts with cutting-edge skill training—all while keeping the focus on application. The text focuses not only on helping readers learn management concepts but also on developing the skills needed to apply to them through the completion of specifically designed innovation learning activities.

This edition provides the latest concepts and empirical research as well as the most recent examples of management in today's business world.

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