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Angelo Kinicki

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The seventh edition of Management: A Practical Introduction by Kinicki/Williams?a concepts book for the introductory course in management-uses a wealth of instructor feedback to identify which features from prior editions worked best and which should be improved and expanded. By blending Angelo's scholarship, teaching, and management-consulting experience with Brian's writing and publishing background, we have again tried to create a research-based yet highly readable, practical, and motivational text.

The primary goal is simple to state but hard to execute: to make learning Principles of Management as easy, effective, and efficient as possible. Accordingly, the book integrates writing, illustration, design, and magazine-like layout in a program of learning that appeals to the visual sensibilities and respects the time constraints and different learning styles of today's students. It is the hope that this product will make a difference in the lives of students, to produce a product that students will enjoy reading, and that will provide them with practical benefits.



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