



Management: Leading And Collaborating in the Competitive World with Online Learning Center access card

Thomas Bateman, Scott Snell

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Bateman and Snell have consistently discussed and explained the traditional, functional approach to management through planning (delivering strategic value), organizing (building a dynamic organization), leading (mobilizing people), and controlling (learning and changing). *Management: Leading And Collaborating in a Competitive World* retains its series of "firsts": first to have a chapter on diversity, first to devote a section to the natural environment, and first to relate a "bricks and clicks" theme to explain the challenges of managing in a New Economy. This new edition is no exception with an emphasis on leadership and collaboration as a means to success.

. . To survive competition and thrive in today's world, you must perform in ways that give you an edge over your competitors. Four essential performance dimensions- cost, quality, speed, and innovation -when well done, deliver value to the customer and competitive advantage to students and their employers. In the new Seventh Edition of *Management: Leading And Collaborating in the Competitive World*, Bateman and Snell go a step further to discuss the advantages of leadership and collaboration as two essential means to these four "bottom line" practices that successful managers and companies must deliver to their customers. This leadership and collaboration theme is the key to successful management. People working with one another, rather than against, is essential to competitive advantage.

. . By reinforcing these new business practices in context with the functional approaches, the authors deliver a unique theme among all principles of management texts- how to manage, lead, and collaborate in ways that deliver results..

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