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Management : Leading & Collaborating in the Competitive World Scott Snell,Thomas Bateman,2012-01-17 Bateman and Snell s Management Leading Collaborating in a Competitive World is a text with a fully modernized functional approach This text is maintaining the four traditional functions of planning organizing leading and controlling while modernizing and re visioning the concepts as delivering strategic value building a dynamic organization mobilizing people and learning and changing Bateman Snell results oriented approach is a unique hallmark of this textbook In this ever more competitive environment there are five essential types of performance on which the organization beats equals or loses to the competition which are cost quality speed innovation service and sustainability These six performance dimensions when done well deliver value to the customer and competitive advantage to you and your organization Throughout the text Bateman Snell remind students of these five dimensions and their impact on the bottom line with marginal icons contributing to the leadership and collaboration theme which is the key to successful management People working with one another rather than against is essential to competitive advantage **African Journal of Modern Society** ,2011

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