

Book Review

MANAGEMENT FUNDAMENTALS

CONCEPTS | APPLICATIONS | SKILL DEVELOPMENT

**Robert N. Lussier, South-Western College Publishing (Thomson Learning)
USA, 2000, Page: 606+xxiii, \$ 16.00**

The World of Management has witnessed significant changes in the Market Structure, Technology, Organization Structure, Organizational Culture and Management Practices with accelerated trend towards globalization. Business today no longer operates in traditional departments isolated by function nor is there usual office setup where people can be present physically to manage. With the boundaryless organization structures and flexible management systems, in the cyber age new work places are characterized with state of art information technology giving way to virtual offices, networked organizations, total quality management practices and organizational learning.

The students have also become demanding and they are not satisfied with an understanding of the concepts of management. They also want skills that they can use in their everyday work life.

The book under review is an enriching, detailed and lucid yet balanced presentation of all essential ingredients to learn management concepts and managing the global economy. The author has adopted a three-pronged approach to the curriculum, which makes the book useful both for students and the instructors:

1. It gives a clear understanding of management concepts;
2. The application of management concepts for critical thinking in the real world through (i) the use of business link video cases, (ii) Test Bank which evaluates application ability of the students (including instructors manual containing detailed answers), (iii) behavior model videos, which help students learn common management functions by watching the videos.
3. The development of management skills through skill development exercises.

The author has organized the book into five sections. In the first section, he has given introduction to the basic concept of management, a brief history of management and explained the impact of environmental factors on internal business environment. In section two, the author has elaborated on planning skills covering creative problem solving, decision making skills and planning tools. Section three of the book deals with organizing skills. This section has leading topics like organizing and delegating work, managing change, culture, innovation and diversity and Human Resource Management: staffing. Section four of the book explains the leading skills. This section has elaborately covered the concepts of Organizational Behavior, Power and Politics, Conflict and Stress, Group & Team Development, Communication, Motivation and Leading. The concluding chapter of the book covers Controlling Skills. This section has dealt with the control systems including a separate chapter on Operations, Quality, Technology and Information Control Systems.

This book will be valuable not only the students and instructors but also for the business managers and will be a worthwhile and essential reading.

- **Vaneeta Malhotra**