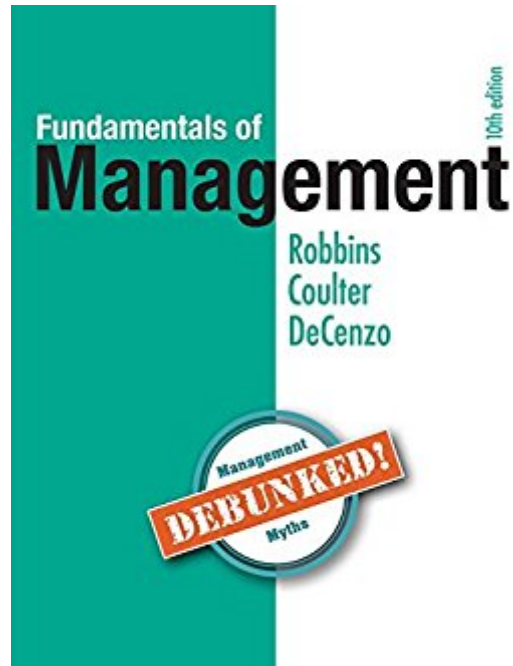


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Fundamentals Of Management: Essential Concepts And Applications



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This book did not really add any value to my studies on the topic of management or business in general. I've read leadership books, economic books, organisational behaviour books, etc that covered in more depth the topics of this book. This book really takes the definition of management in a broad sense and includes many topics other authors (and I) consider to be leadership, not management, topics. It's written at a very easy to read level however. Having read the book there is not one specific audience I would recommend it to. It is definitely not a focused or in-depth study and only grazes the surface of topics. Therefore it is not enough for anyone looking to implement any serious behaviour or management practices. It would only be good for someone wanting the basics in overview/summary form. Even for that need, there are other books I would recommend first. While this book technically is a textbook I would say it is very close to being a book for lay people interested in management or maybe for employees thinking of applying for some management roles. The MyManagementLab software/website is of even worse value. The simulations are written for high school level at best. The answers to them are at times overly obvious and really do not aid in the learning process. If you buy the book, go for a version without the website. You are not missing out the website and saving yourself money (a \$40 value if purchased alone).

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Good, up-to-date information. Generally well written. I do like the modern examples, shows the authors did their research to get good anecdotes. I don't like how the book is laid out, with all the side-bar type information. The info is good, but it makes reading the text difficult, as I'm getting distracted and having trouble with continuity of the text. The end-of-chapter stories are good, along with the web-based instruction that's extra. Over all, the authors write well and know their topic, as well as their audience.

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As a graduate textbook, this volume lacks the necessary depth to challenge students. Worse yet, this book may only be downloaded onto two devices, rendering it much less useful in the publisher's attempt to force students to purchase or rent multiple copies. I'm all for purchasing something that's worth the price, but once I purchase that item, I should be allowed to do with it as I please on my own devices, no matter how many I have registered. Robbins, et. al. need to convince their publisher to join us in the 21st century in their approach to business.

I found this textbook to be extremely essential to passing my Management course. Not only is it informative but I found it to be inspirational and uplifting. Whether you are taking a course in Management or not, this text helps guides you to be a greater leader with the skills to manage yourself and others. Plus it is easy to read with pictures and large font.

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