



Management Fundamentals: Concepts, Applications, Skill Development: With Infotrac

By Robert N. Lussier

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Through his three-pronged approach of concepts, applications, and skills, Lussier presents management theory and also how to be a manager. All key management topics and concepts are covered and identified throughout the chapter by the learning objectives. A variety of applications apply the concepts to their real world to reinforce learning and ask students to think critically. Skill building exercises frame the concepts and application so the reader can use what they learn in their own experiences.

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Editorial Review

Review

The book provides good balance between developing a strong theoretical background on management and the development of transferable skills for future managers. Its logically organized. The self-assessments and skill building exercises are features that enhance its dynamism. The book supports student-centered learning. It also lends itself to collaborative teaching methods. In two words I would describe this book as Flexible and Dynamic.

Comprehensive course coverage; easy for students to read & understand; excellent video cases.

About the Author

Robert N. Lussier is Professor of Management at Springfield College. Having taught management for more than 25 years, he has developed innovative and widely copied methods for applying concepts and developing skills that can be used personally and professionally. A prolific writer, Dr. Lussier has more than 350 publications to his credit, including other best selling textbooks (such as Management Fundamentals: Concepts, Applications, Skill Development, also by South-Western/Cengage) and articles published in Academy of Entrepreneurship Journal, Business Horizons, Entrepreneurship Theory and Practice, Journal of Management Education, Journal of Small Business Management, Family Business Review, and Journal of Small Business Strategy and many others. He served as founding director of Israel Programs and taught courses in Israel. His international experience also stretches to Namibia and South Africa. He holds a bachelor of science in business administration from Salem State College, master's degrees in education and business administration from Suffolk University, and a doctorate in management from the University of New Haven.

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