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In it (on pages 124-5) he relates a story that is a lesson on the importance of gathering your facts and thinking through the implications of your actions. In China in 1958, Chairman Mao Zedong ordered that sparrows (as well as flies, mosquitoes and rates) be exterminated. Everyone was expected to do their share of the killing, and they did.

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In Strategic Management: Theory and Practice, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from The Wall Street Journal and Financial Times, illustrate the key role of strategic management in the United States and around the world.

Authoritatively and expertly written, the new seventh edition of Bratton and Gold's Human Resource Management builds upon the enduring strengths of this renowned book. Thoroughly updated, topical and accessible, this textbook explores the theory and practice of human resource management and will encourage your students to reflect critically on the realities of the ever-changing world of work. The new edition truly captures the zeitgeist of contemporary human resource management. With coverage of the Covid-19 pandemic in relation to business ethics, physical and mental wellbeing, inequality and the rise of the gig-economy and precarious work, students will feel connected to the complex issues that face workers, organisations and wider society. This edition also includes expanded coverage on the ever-palpable effects of globalization and technological change and explores the importance of sustainable practice. Students will gain critical insight into the realities of contemporary HRM, engaging with the various debates and tensions inherent in the employment relationship and understanding the myriad of different theories underpinning human resource management. New to this edition: - New 'Ethical Insight' boxes explore areas of current ethical concern in trends and practice - New 'Digital Spotlight' boxes explore innovations in technology, analytics and AI and the impact on workers and organisations - Topical coverage on job design and the rise of the gig economy and precarious work - A critical discussion of the core themes and debates around human resource management in the post-Covid-19 era, including mental health and wellbeing. - A rich companion website packed with extra resources, including interviews with HR professionals, bonus case studies and vocab checklists for ESL students.

This book explains how to bridge the divide between theory and practice in a specific, concrete, and easy-to-relate manner, drawing on real-life personal accounts of how students have used classroom-taught theories and skills in their jobs. Practical guidelines are included to help the reader use these lessons in their everyday lives.

Kris Cole continues to pave the way for budding managers, providing hands on practical concepts and theoretical approaches in the sixth edition of her best-selling textbook - Management - Theory and Practice. This market-leading textbook continues to provide students with rigorous information, whilst balancing the key topics with a practical approach, through real life case studies, examples and problem solving techniques. Using everyday business terms and language puts management in a context that makes it easy to understand by all types of learners. In addition, it will enable you to strengthen skills in areas such as managing poor performance, being more directive and solving problems permanently. This edition supports the comprehensive coverage of the core management units in the BSB Business Services Training Package: * BSB42015 Certificate IV in Leadership and Management * BSB51915 Diploma of Leadership and Management Another focus of this edition is developing the assessments matrix for the Instructor's Manual; mapping out assessment tools by Performance Criteria for each Unit and the Elements. New assessment assignments will also be mapped to align with the 800+ Performance Criteria the text covers, adding value to this edition and strengthening teacher's loyalty.

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