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Essentials of Management by Joseph L. Massie

be efficient is to achieve goals with minimum waste of resources, that is, to make the best possible use of. money, time, materials, and people. Some managers fail on both criteria, or focus on one at the expense of. another. The best managers maintain a clear focus on both effectiveness and efficiency.

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Essentials of Management. Andrew J. DuBrin. Cengage Learning, Jan 3, 2011 - Business & Economics - 720 pages. 3 Reviews. Focus on the fundamental principles and practices of effective management...

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Management is the process of working with different resources to accomplish organizational goals. Good managers do those things both effectively and efficiently. To be effective is to achieve organizational goals To be efficient is to achieve goals with minimum waste of resources, that is, to make the best possible use of money, time, materials, and people.

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Essentials of Marketing Management

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Essentials of Management Science: Helbaek, Morten ...

Written from the first edition as an essentials text, this book is not a condensation of a larger text, but provides concise, complete coverage that clearly translates the latest research, theories, technologies and management experiences into actual practice.

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