

Contents

Introduction	7
1. The Management Process	9
2. History of Management Thought	17
3. External Environment and Organizational Culture	25
4. Ethical Behaviour and Social Responsibility	33
5. International Management	39
6. Fundamentals of Planning	49
7. The Strategic Management Process	57
8. Fundamentals of Organizing	69
9. Essential of Leadership	79
10. Fundamentals of Control	89
Endnotes	99