



Effective Management in Practice: Analytical Insights and Critical Questions

Robin Wensley

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In this lively and entertaining book, Robin Wensley guides the reader through the basic analytical approaches to decision making required for more effective management practice.

Packed with diagrams, anecdotes and examples which bring the book to life, Effective Management in Practice:

- clearly presents a wide range of management tools, techniques and theoretical insights in just the right amount of depth for current and future managers
- illustrates the need for a balanced approach, emphasizing the importance of the questioning process in clarifying the nature of action proposals and any underlying assumptions
- eschews any approach which advocates one right way but at the same time encourages a greater appreciation of practical issues through analysis and theory

Students of management, academics and any practitioner interested in exploring a range of different approaches to management will enjoy and treasure this book.

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