



Managing in the Information Age (Paperback)

By Ann E. Prentice

Scarecrow Press, United States, 2005. Paperback. Condition: New. Language: English . Brand New Book. Technology has provided many new tools to assist in managing, particularly in the management of resources. Prentice places management within its social, economic, and political context, and shows how management attitudes and activities are closely related to the environment in which they are practiced. Overarching issues such as the importance of diversity in the workplace and the need for ethical approaches to managing are given due attention, while both theory and practice are brought together by discussing the leadership, motivation, communication, and marketing of the organization. Key organization management issues discussed include: innovation and planning; organizing work; decision making; staffing; performance evaluation; program management and evaluation; financial planning and management; planning and managing physical facilities; knowledge management. This book provides all the information needed to master the ability to manage in an ever-changing environment created by technology.

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