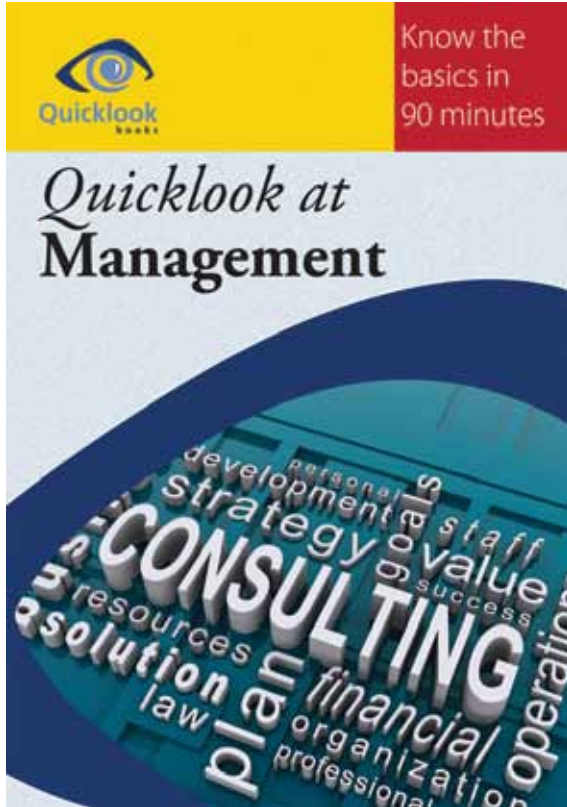




# Quicklook at Management

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Know the basics in 90 minutes



This book provides an up-to-date look at something that affects us all, as employees, customers and members of the public.

Every organisation has to be run – in other words, managed. There are many different ideas about how to go about it. *Quicklook at Management* covers all the main areas of this subject. We consider theories of management, alternative styles and techniques, different management structures, and learn about some successful managers. “Culture” is important – but what does this mean inside a business?

● Above all, management – and this book – is about people and how they deal with each other.

## Quicklook at Management

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Mike Dale has over 30 years of senior business management experience, with the emphasis on services and the IT industry. His career has taken him to many parts of the world and given him a wide knowledge of management theory and practice.



Mike has run courses on management techniques for senior management teams. He now runs a consultancy business dealing with cost reduction, project management and marketing issues. He has had many articles published in business magazines.

Every **Quicklook** book explains the basics of a big subject in a read of not more than 90 minutes – even for readers with no prior knowledge.

The books are of general interest but should be particularly useful to those entering the world of work.

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