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a management consultant, a college professor for 30 years at Wright College, and most recently an entrepreneur. Warren has authored several textbooks, including Supervision: The Direction of People at Work, Business, The Consumer in America, and Management: Meeting and Exceeding Customer Expectations.

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The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: 1) the never-ending effort by managers and organizations to meet or exceed customer needs, and 2) the need of organizations and their people to be guided by effective leadership.

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This book provides practical guidance to the contemporary manager, stressing the critical thinking and problem solving skills required to navigate today's complex business environments. This edition also stresses the role of technology and the dramatic rise and importance of social media and data driven decision making. Framed around the functional areas of management-Planning, Organizing, Staffing, Influencing, and Controlling--the authors continue to emphasize the need for organizations and their people to be guided by effective leadership and continuous improvement. Each chapter includes a series of box inserts providing a deeper insight into specialized areas of management. Global Applications features the successful application of one or more of a chapter's concepts from the practice of management in non-U.S. situations. Ethical Management boxes showcase managers facing decisions that contain a variety of issues and consequences for themselves and others. Valuing Diversity and Inclusion boxes depict unique ways in which organizations show appreciation for their diverse employees. Managing Social Media boxes focus on managers' use of technology in various aspects of management, as well as its impact on the manager and the organization."

The tenth edition of MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS is a comprehensive survey of the principles and practices of management as they are currently being applied in the United States and around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need organizations and their people have to be guided by effective leadership. An underlying theme of this edition is Enterprise 2.0, meaning the use of social media in business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The central theme of the sixth edition is meeting and exceeding customer expectations by integrating a customer first theme into each of the basic management concepts. The new edition also discusses the contemporary management issues of quality, ethics, global applications, leadership, and diversity.

This book is the result of a journey that began with my first day of work as a restaurant busboy. On my first day of work, my manager said to me, "Work in this restaurant like you own it!" My manager challenged me to go beyond the basic expectations of my job title and dare to work with pride, passion and professionalism. I quickly understood that despite the leaders' best efforts, at some point the line staff has to step up and work with a sense of ownership. All 20 chapters of this book will provide multiple perspectives on how to be the best service professional you can be. Each chapter ends with a powerful activity that is designed to help reinforce the key learning points. About the AuthorDr. Bryan Williams is a service consultant, trainer, and author. His specialty areas include service excellence, employee engagement, and quality improvement.Learn more about Bryan and B.Williams Enterprise at www.bwenterprise.net .

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