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By Angelo Kinicki, Brian Williams

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The primary goal is simple to state but hard to execute: to make learning *Principles of Management* as easy, effective, and efficient as possible. Accordingly, the book integrates writing, illustration, design, and magazine-like layout in a program of learning that appeals to the visual sensibilities and respects the time constraints and different learning styles of today's students. It is the hope that this product will make a difference in the lives of students, to produce a product that students will enjoy reading, and that will provide them with practical benefits.

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Bibliography

- Sales Rank: #116062 in Books
- Published on: 2015-01-08
- Original language: English
- Number of items: 1
- Dimensions: 10.90" h x .80" w x 8.50" l, 2.62 pounds
- Binding: Loose Leaf
- 672 pages

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About the Author

Professor of management at Arizona State University. He received the Instructor of the Year Award for executive Education from the center for executive development in the college of business administration at ASU.

BARIN K. WILLIAMS has a B.A and M.A from Stanford University and held managerial jobs in education, communication, and publishing.

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