

MODERN MANAGEMENT

CONCEPTS AND SKILLS

THIRTEENTH EDITION

Samuel C. Certo S. Trevis Certo



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Pengantar Ilmu Manajemen (Teori dan Implementasi)

Suhardi, Supriyati, Rusdi Rapyogha, I Nyoman Tri Sutaguna, Adrian Radiansyah, Hikmah Sekarningtyas, Ferdinandus Sampe, Rahmad Firdaus, Iwan Prasetyo, Machfudi, Yuanita Levany, Afrizal, Gusnafitri, Fadila Almahdali, 2022-11-14 Book Chapter ini ditulis dalam 14 bab dengan pembahasan yang cukup komprehensif dan terstruktur para penulis sesuai dengan kepakaran masing masing berupaya menyajikan secara baik dari berbagai angle yang berbeda untuk menyimpulkan serangkaian kebutuhan akan keilmuan dan kompetensi calon manajer masa depan Dalam 14 Bab tersebut telah diupayakan untuk dihadirkan secara renyah dan baik oleh masing masing penulis diawali dari Bab 1 Konsep Dasar Manajemen yang coba diulas oleh Suhardi Bab 2 Perkembangan Teori Manajemen yang ditulis secara komprehensif oleh Supriyati Bab 3 Ruang Lingkup Manajemen yang dirangkai kata oleh Rusdi Rapyogha Bab 4 Etika dan Profesi Manajemen yang dihubungkan secara kuat oleh I Nyoman Tri Sutaguna Bab 5 Gaya Kepemimpinan Manajemen yang di kupas tuntas oleh Adrian Radiansyah Bab 6 Manajemen Strategi yang dikemas dengan baik dan menarik oleh Hikmah Sekarningtyas Bab 7 Perencanaan Perusahaan yang diulas secara renyah oleh Ferdinandus Sampe Bab 8 Motivasi Karyawan yang diselami secara mendalam oleh Rahmad Firdaus Bab 9 Manajemen Sumber Daya Manusia yang dipikirkan secara baik oleh Iwan Prasetyo Bab 10 Pengambilan Keputusan Manajemen yang dipotret dan di sharing secara baik oleh Machfudi Bab 11 Sistem Pengendalian Manajemen yang di tulis secara sistematis oleh Yuanita Levany Bab 12 Manajemen Kinerja Perusahaan yang di renungkan dengan matang oleh Afrizal Bab 13 Lingkungan dan Budaya Organisasi yang ditulis dengan renyah oleh Gusnafitri dan diakhiri Bab 14 Tanggung jawab Sosial Perusahaan yang diparipurnakan secara lengkap oleh Fadila Almahdali

Small Business Management Principles Stanley R. Sondeno, 1985

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