

Fundamentals of
Management
THIRD EDITION

ESSENTIAL CONCEPTS AND APPLICATIONS



STEPHEN P. ROBBINS
DAVID A. DECENZO

ادارة

Essential Concepts and Applications

Fundamentals of MANAGEMENT

THIRD EDITION

Stephen P. Robbins
San Diego State University

David A. DeCenzo
Towson University



Upper Saddle River, New Jersey 07458

Brief Contents

Part 1 Introduction 1

Chapter 1 Managers and Management 1

History Module 27

Chapter 2 Managing in Today's World 45

Part 2 Planning 79

Chapter 3 Foundations of Planning 79

Chapter 4 Foundations of Decision Making 113

Quantitative Module 141

Part 3 Organizing 153

Chapter 5 Basic Organization Designs 153

Chapter 6 Staffing and Human Resource Management 183

Career Module 217

Chapter 7 Managing Change and Innovation 229

Part 4 Leading 255

Chapter 8 Foundations of Individual and Group Behavior 255

Chapter 9 Understanding Work Teams 287

Chapter 10 Motivating and Rewarding Employees 311

Chapter 11 Leadership and Trust 343

Chapter 12 Communication and Interpersonal Skills 375

Part 5 Controlling 411

Chapter 13 Foundations of Control 411

Chapter 14 Technology and Operations 437

Notes N-1

Illustration Credits PC-1

Name/Organization Index I-1

Gindex (a combined glossary/subject index) G-1