

International Encyclopedia of Business Management

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Description

The Encyclopedia of Business Management contains more than 200 articles on a range of business management topics that are discussed in a succinct and easy to understand manner. This includes interdisciplinary topics such as cultural entrepreneurship, tourism innovation and marketing promotions. Each entry in the encyclopedia emphasizes the definition and application of the term so that it can be properly understood. Each section is based around a broad business management theme and led by a expert editor who'll brings together subject matter experts to author each specific topic.

The seven sections are structured around the following themes: business entrepreneurship, human resource management, innovation management, international business, organisational behaviour, project management, supply chain management, sport and tourism management. The articles first include definitional issues related to the specific topic in the form of a technical analysis then discuss the broad overview of the topic. Each topic will focus on a different issue thereby providing a holistic examination of that of interest.

Key features

- Comprehensive overview of main business management topics
- Focuses specifically on business management from a range of perspectives
- Focuses on new and emerging business management topics
- Has an interdisciplinary focus in terms of business management practices
- Features templates across all chapters for ease of navigation and use.

Readership

Social Science, Economics and Business studies/management under and post grad students. Researchers and Professionals in Social Sciences, Economics and Business studies/management.

Product details

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