



Management: L'essentiel des concepts et pratiques (French Edition)

Stephen Robbins, David DeCenzo, Mary Coulter, Charles-Clemens Rülting

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Ce manuel du grand spcialiste amricain de la discipline offre une introduction globale, complte et efficace au management. Les 16 chapitres qui le composent dclinent les quatre grandes fonctions managriales - la planification, l'organisation, la direction et le contrle -, en couvrant tous les concepts cls et en accordant une place de choix à la pratique. Management prend en compte tous les acteurs des organisations, de l'agent de matrise au P.-D.G., ainsi que tous les types d'organisation, PME et associations à but non lucratif comprises. Tout en conservant les qualits qui ont fait le succs de ce livre, cette 9e dition se caractrise par : une analyse approfondie des dernires tendances : l'environnement externe et ses enjeux pour le manager, les facteurs dterminant un comportement thique, l'impact du tltravail sur le management et l'organisation, etc. ; un nouveau chapitre ddi à la culture d'organisation : sa dfinition, son volution dans le temps et son impact sur les parties prenantes ; des encadrs indits «questions critiques» permettant de prendre du recul sur certaines pratiques ou thories (aspect rducteur de certains modles de prise de dcision, par exemple) ; un contenu encore plus oprationnel avec des activits de fin de chapitre construites autour d'une comptence ; un renouvellement des exemples et cas d'entreprise. Tirs de PME locales (Orchestre national de Lille, Home institut), comme d'entreprises de renomme mondiale (Intel, Google, Deepwater), ils sont parfaitement adapts aux lecteurs francophones. Une riche slection d'activits modulables et de natures varies (pour tester ses acquis, ses capacits d'analyse, s'autovaluer, dbattre, etc.) achve de faire de cet ouvrage un formidable support de formation.

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