

Contemporary Management

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2024 Release



Overview

Contemporary Management 2024 Release mirrors the most up-to-date account of changes taking place in today's management practices by incorporating recent developments in management theory and research. It provides timely examples of how managers of companies, large and small, address the challenges and opportunities they face and how they can effectively meet them. A hallmark strength of the product is how it infuses real managers who seize opportunities, overcome challenges, and effectively manage and lead their organizations in the Manager as a Person feature seamlessly integrated into the narrative in the boxed material.

What You Need to Know

Rich and Relevant Examples

Uses real-world examples and stories about managers and companies to drive home applied lessons.

A Manager's Challenge

Poses a chapter-related challenge and how managers in one or more organizations responded to that challenge. These opening vignettes demonstrate the uncertainty and excitement around the management process.

Manager as a Person

Focuses on how real managers brought about change within their organization based upon real-life, on-the-job challenges.

Extensive End-of-Chapter Applications

Provides a variety of experiential exercises to help students apply what they've learned to the management concepts.

- Depth of Topic Coverage**
Low ☐ ☐ ☒ ☐ ☐ High
- Writing Style**
Readable and Student-Friendly
- Course Level**
Principles of Management
- Duration of Course**
1 Semester

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Part One: Management

1. Managers and Managing
2. The Evolution of Management Thought
3. Values, Attitudes, Emotions, and Culture: The Manager as Person

Part Two: The Environment of Management

4. Ethics and Social Responsibility
5. Managing Diverse Employees in a Multicultural Environment
6. Managing in the Global Environment

Part Three: Decision Making, Planning, and Strategy

7. Decision Making, Learning, Creativity, and Entrepreneurship
8. The Manager as a Planner and Strategist
9. Value Chain Management: Functional Strategies for Competitive Advantage

Part Four: Organizing and Controlling

10. Managing Organizational Structure and Culture
11. Organizational Control and Change
12. Human Resource Management

Part Five: Leading Individuals and Groups

13. Motivation and Performance
14. Leadership
15. Effective Groups and Teams

Part Six: Managing Critical Organizational Processes

16. Promoting Effective Communication
17. Managing Conflict, Politics, and Negotiation
18. Using Advanced Information Technology to Increase Performance



This Title has Gone Evergreen

This title is transitioning to an Evergreen delivery model. This means you will have the most relevant and up-to-date content, tools, and accessibility delivered directly to your existing McGraw Hill Connect® course, all without switching editions or building a new course from scratch. If you use the McGraw Hill eBook, your content will be updated automatically. Please talk to your representative about your options if you require a print component. A complete list of Release Notes for this title is available within your Connect course at connect.mheducation.com

Big Changes in this Release

Contemporary Management 2024 Release

Refreshes examples, research, figures, tables, statistics, and photos throughout with the most up-to-date Manager's Challenge, Manager as a Person, Ethics in Action, Managing Globally, Focus on DEI&B, Management Insights, and the Cases in the News.

Increasing Diversity in the Workplace

Discusses how imperative it is for managers to understand how and why people differ so they can manage effectively and reap the performance benefits of diversity and inclusion. The "Focus on Diversity" feature has been renamed to "Focus on DEI&B," diversity, equity, inclusion, and belonging.

New Chapter on Starting a New Business

Because of the pandemic, entrepreneurial endeavors have become a large part of the overall business environment.

Both Small & Large Company Examples

Features new management content using both small and large company examples in the chapter-opening cases titled "A Manager's Challenge," in the many boxed examples, and in the "Case in the News" closing cases.