



# Real Management

*John C. Chicken*

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## **Real Management** John C. Chicken

Real Management is an invaluable aid for MBA students and managers who want to succeed in the 21st century. An up-to-the-minute guide that considers the tools managers will require to deal effectively and constructively with business situations in the new millennium. By comparing and critically examining the role of hands-on-management in various types of organization, John C. Chicken identifies the kind of competence good managers require and postulates 10 commandments for efficient management. Case studies are used to illustrate arguments and simplify real life events in a way that will encourage students to constructively analyse the problems managers have to deal with.

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