



Management

By Robert Kreitner, Charlene Cassidy

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MANAGEMENT, 12th Edition takes a practical, student-oriented approach toward teaching management with an emphasis on current topics, including issues of diversity, ethics, and technology. The student-friendly content features references to pop culture and cites current publications of interest to students. In addition to providing the management framework and introducing students to contemporary management topics, the text provides experiential activities to get students thinking and acting like real-life managers. A robust network of supplements helps students to understand the hands-on, real-world application of chapter concepts.

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Editorial Review

Review

"Kreitner's MANAGEMENT is probably the best text I've used for the Principles of Management course. It's an excellent text for beginning management students and for faculty who are looking to cover a general, overall management-focused course. The book extends explanations of global concepts and includes quotes from research studies--first-hand information."

"Among the things that Professor Kreitner excels at is his ability to present the material in a clear and understandable manner. Readability has always been one of his hallmarks."

About the Author

Robert Kreitner, Ph.D., is a Professor Emeritus of Management at Arizona State University. After a 26-year career at ASU, Dr. Kreitner was named to the W. P. Carey School of Business Faculty Hall of Fame. Dr. Kreitner was born in Buffalo, New York. After a four-year enlistment in the U.S. Coast Guard, including service in Antarctica aboard the icebreaker Eastwind, he attended the University of Nebraska-Omaha on a football scholarship. He was a co-captain his senior year and received the Alumni Association's Scholar-Athlete Award. Dr. Kreitner received bachelors and master's degrees in business from UNO in 1970 and 1971 and a Ph.D. in business from the University of Nebraska-Lincoln in 1974. He has taught at UNO, UNL, Western Illinois University, Thunderbird, and ASU. Dr. Kreitner also has taught in Micronesia, Albania, and Switzerland. Dr. Kreitner is the author or co-author of seven college textbooks that have been through a total of 31 editions since 1975. His management and organizational behavior books are leaders in their field and have been translated into Spanish, French, Italian, and Mandarin Chinese. He continues to pursue his passion for learning and teaching by working on new editions of his textbooks. Among his consulting and management development clients have been American Express, Nazarene School of Large Church Management, Ford Motor Company, SABRE Computer Services, Honeywell, Motorola, Salt River Project, Amdahl, the Hopi Indian nation, State Farm Insurance, Goodyear Aerospace, Doubletree Hotels, Bank One-Arizona, Caterpillar, and U.S. Steel. Dr. Kreitner and his wife Margaret, a Nebraska native who is a retired Intel Corp. manager, live in Phoenix with their two cats, Yahoo and Sweetie Pie, and enjoy hiking, world travel, and fishing in Alaska. His other leisure pursuits are exercising, attending sports events at ASU, tree planting and tending, and wood carving. He has been a Habitat for Humanity volunteer.

Charlene M. Cassidy, founder of Anne Arundel Community College's Entrepreneurial Studies Institute, has more than 20 years of experience in business, management, and information systems. She has worked in a variety of industries, including health care, retail, computer information systems, and education. Prior to joining Anne Arundel Community College, Ms. Cassidy was a partner and Chief Operating Officer for a multi-million-dollar regional computer consulting firm and launched several start-ups. Ms. Cassidy is a frequent speaker at corporate events, conferences, colleges and universities. Ms. Cassidy received the 2009 Entrepreneurship Faculty of the Year Award from the National Association for Community College Entrepreneurship and the Anne Arundel Community College Student Association's highest honor, the Distinguished Service Award. She was also the 2008 Faculty Advisor of the Year. She is a YWCA Tribute to Women in Industry Honoree and she has been included multiple times in the Who's Who Among American Teachers. In her spare time she serves on multiple non-profit boards of directors and committees. She has a Bachelor of Science Degree in Health Services Administration from Providence College and a Master of Science Degree in Information Systems and Telecommunications from Johns Hopkins University.

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