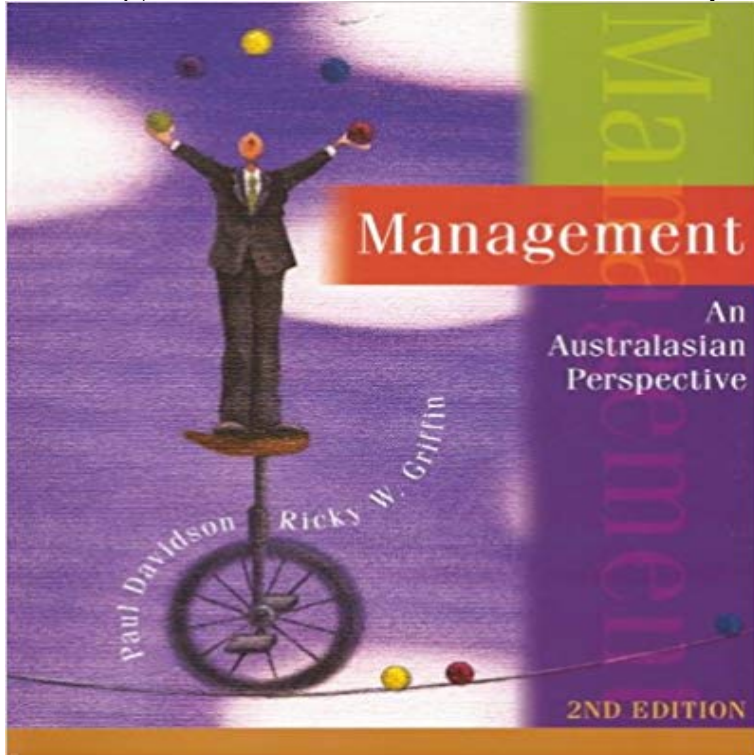


Management: An Australasian Perspective



This book is the second edition of the highly regarded and very readable management text by Paul Davidson and Ricky Griffin. It reflects the trends and practices of local business, the differences in local corporate culture and the nature of local organisations. This is presented within a global context of management, where the new work environment knows no geographic boundaries. A solid foundation of research provides the background against which Australian, New Zealand, Asia-Pacific, European and US illustrative examples are used. These examples are drawn from small to medium size companies and large multinational enterprises. A critical perspective is integrated throughout the book, as students are asked to analyse the theory in light of real world examples. The text emphasises the emerging challenges of e-business management, the importance of ethics in the global marketplace, diversity in the workforce, and the management of information technology and quality to achieve organisational goals. Written in an accessible and concise style, this book is designed for introductory courses in Management at the undergraduate and postgraduate level.

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