



Introduction to Management

By Colin Combe

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Introduction to Management By Colin Combe

This brand new textbook covers all of the core topics found on Introduction to Management modules, and the author's clear, accessible writing style guides students through the world of management. The book also goes a step further to encourage students to develop a critical mindset and think about academic debates around the subject.

Innovative Skillsets linked to each substantive chapter integrate practical skills with the topics. Skills such as time management, critical analysis, referencing, personal development planning and reviewing literature are included. Clear, step-by-step guidance helps students develop each skill, understand why it is important, and see how the topic is relevant to practical applications in the real world of business.

A truly international range of case studies broadens students' horizons and encourages them to look beyond the standard examples from the UK and America. Emerging markets are becoming ever more important in the rapidly changing business environment, a fact reflected by the inclusion of case studies from the Middle East, Latin America and Africa.

An Online Resource Centre accompanies the textbook, and includes:

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- Audio podcasts with the practitioners featured in the textbook.
- Multiple choice questions
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Editorial Review

Review

"The combination of current and classic material provides students with the basis on which to understand the foundations of management, and also some of the current applications within our complex commercial context. The accessible and clear writing style doesn't condescend but equally does not overcomplicate."

--Alistair Norman, Lecturer, University of Leeds

"Pitched at the right level for first year students, this will give a firm foundation for any further studies as well as being a source of reference to the students in years to come."

--Mike Davies, Teaching Fellow, University of Reading

"The book is clear and well written, and all the chapters have a good mix of critical material. I think the international cases are brilliant - much clearer and more understandable than those offered by competitors."

--Vivienne Byers, Lecturer, Dublin Institute of Technology

"The authors have succeeded in building compelling cases on a solid theoretical foundation. It is not easy to come up with something really new when discussing management science."

--Martijn van Velzen, Assistant Professor, University of Twente, Netherlands

About the Author

Colin Combe, *Senior Lecturer, Glasgow Caledonian University*

Colin Combe is a senior lecturer in strategic management at Glasgow Caledonian University. He teaches modules in strategy, entrepreneurship and innovation and digital economy to a range of UG and PG courses. His research interests are in social innovation, innovation strategies and the intellectual property of digital technologies. He has published many academic articles on these subjects and presented papers to international conferences.

Previously, he has worked as research consultant for the World Bank culminating in a report into administrative capacities for e-government harmonisation in the EU. Colin represents GCU on the ERDF funded INNOVATE project that focuses on economic growth strategies for the knowledge-based and creative industries in the Atlantic Area. This project has funded the establishment of the Social Innovation Network at GCU that is a platform for collaboration and knowledge-sharing on social innovation between academics, practitioners and policymakers.

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