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Corporate Management

By Ramesh Chandra

2002. Hardcover. Book Condition: New. 316 Corporate management is one area in which the concerned managers have to be updated now and then. Hence in this book an effort has been made to give comprehensive idea of varied aspects of the subject. It presents the concept of Corporate Management in a completely dynamic and novel way. In the days of global competition, the corporate managers have to know how to face it and go global. The book gives a detailed description of the changing facets of corporate management and is aimed at any person who wants to understand the changes taking place. It explains the various corporate strategies and management issues. Within the limitations and constraints, an attempt has been made to cover almost all areas of the corporate management. It will be a very useful handbook for the managers and a source of knowledge to the educationists, besides students, scholars, teachers, policy planners and administrators. About The Author:- Prof. Ramesh Chandra, was born in a family of academicians and freedom fighters on July 1st, 1957 in village Bijwara, District Meerut of Uttar Pradesh. He started his research career at University of Delhi and then went to the New York Hospital-Cornell University...



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