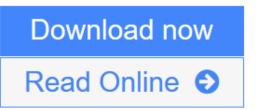


Management Mistakes and Successes

Robert F. Hartley



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Hartley's casebook is rich in content with easy to read casestudies that are well suited for business professionals. They'll learn every key aspect of management, fromperformance and crisises; to mergers and acquisitions. The tenthedition presents more new case studies to illustrate management concepts. These include Google's entrepreneurial strategy, Procter and Gamble, Starbucks, and more. Recent business failuresand successes are also examined in a way that offers practicalinsights and strategic principles. By focusing on the mistakes and successes, this book helps business professionals learn how tobecome great business leaders.

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