

Download Management Gurus : What Makes Them And How To Become One

Contrary to what you might think, management fads aren't fads because they're something new. Quite the contrary, what makes them fads is that companies glom onto these decades-old ideas as ...Even truly groundbreaking business thinkers use the ideas, the perspectives, and the advice of others as the basis for their own thoughts and actions. The Indian Institute of Planning and Management Offers Full time and Integrated Programme in National Economic Planning and Entrepreneurship and European Exchange Program with IMI in Business management. In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.