



Management Ideas (In Brief)

Sultan Kermally

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Management Ideas is a unique guide to the dominant theories influencing management practice in the late 20th century. Kermally explains how some organizations have taken these ideas on board and incorporated them in their strategies in order to survive in today's intensively competitive climate.

Management Ideas looks at:

* Total quality management *Benchmarking *Customer service *Business process re-engineering
*Performance measurement *Empowerment *Learning and knowledge-focused organizations

The ...in brief books provide a critical 'snapshot' of the major management fashions and fads influencing business strategy. They cut through the consultants' jargon and steer a practical, common sense course through the theory and hype. They provide managers with a balanced view based on evidence rather than missionary zeal, so that they can be better informed.

Sultan Kermally is the senior Vice President and the Director of the Economist Conferences. Formerly he was a Senior Group Director at Management Centre Europe, Brussels. He designs conferences on leading edge management issues such as Benchmarking, Empowerment, Process Re-engineering. He is also a part-time lecturer at Durham University Business School.

An expanded hardback edition of this book, Total Management Thinking, is also available - ISBN 0750626143

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