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## Managerial Behaviour and Effectiveness (Second Edition)

By E. Ananda Raja, N R V Prabhu, P Kameswara Rao

Excel Books, 2010. Softcover. Book Condition: New. 2nd edition. The Indian industries are witnessing brand new challenges in terms of frequent new entrants from both within and outside the nation, technology upgradation at a faster rate, shorter product life cycle, increase in the customer expectations, and the like. This scenario demands our professionals to be empowered with world class managerial and technical inputs, so that they can render their best in the profession of their choice. This book explains the capacities of individuals who are effective in global roles. Further, it examines the relationship between measures of effectiveness and the individual's background, personality, learning skills, knowledge of the job, and the enactment of role behaviours. This book fulfills the need of a well-designed empirical study that tests the theories and investigate whether the skills and capacities that are critical to effectiveness in the global role differ from those skills and capacities critical to managerial effectiveness in a domestic role. This book strictly adheres to the syllabi of South Indian Universities and every minute detail has been taken into account while drafting the units/chapters. The prime objective of this work is to provide first hand information and a review of available...



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