

•V>j»
TWELFTH EDITION

Richard L. Daft
Vanderbilt University

▪

* *

* ^ CENGAGE
tc> Learning*

Australia • Brazil • japan • Korea • Mexico • Singapore • Spain • United Kingdom • United States

BRIEF CONTENTS

Part

Introduction to Management 2

- 1 The World of Innovative Management 2
- 2 The Evolution of Management Thinking 38

Part 2

The Environment of Management 74

- 3 The Environment and Corporate Culture 74
- 4 Managing in a Global Environment 110
- 5 Managing Ethics and Social Responsibility 150
- 6 Managing Start-Ups and New Ventures 182

Part 3

Planning 216

- 7 Planning and Goal Setting 216
- 8 Strategy Formulation and Execution 248
- 9 Managerial Decision Making 282

Part 4

Organizing 320

- 10 Designing Organization Structure 320
- 11 Managing Change and Innovation 362
- 12 Managing Human Resources' 398
- 13 Managing Diversity 436

Part 5

Leading 470

- 14 Understanding Individual Behavior 470
- 15 Leadership 510
- 16 Motivating Employees 550
- 17 Managing Communication 586
- 18 Leading Teams 620

V

Controlling 658

- 19 Managing Quality and Performance 658

Appendix: Managing the Value Chain, Web 2.0, and E-Business 697

Glossary 717

Name Index 731

Company Index 749

Subject Index 754