



Effective Management: A Multimedia Approach

By Chuck Williams



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Your unique, individual style is reflected in how you look, the way you act, even in how you learn. Now, there is a management book written specifically for the way you learn best. Discover how Chuck does management like no one else with Chuck Williams' EFFECTIVE MANAGEMENT, Fifth Edition. No one else puts strong management theories into practice right before your eyes like master story-teller and award-winning educator and author Chuck Williams. Whether you prefer to listen, see, read, or act, you will find the learning style or combination of learning approaches that appeal to you within this innovative, streamlined text and media-driven package. Intriguing visuals and practical learning features delve beyond mere memorization, as you explore individual and group decision making, examine ethical practices, and even inventory personal management abilities with Self-Assessments. Videos examine management challenges within well-known organizations or explore short scenes from major motion pictures that demonstrate management principles in action. And multimedia resources for EFFECTIVE MANAGEMENT provide one-stop award-winning study tools including self-quizzes to ensure you understand critical management principles. See for yourself how Chuck does management like no one else as EFFECTIVE MANAGEMENT, Fifth Edition, lets you experience management at its best.

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Review

"The content of this text injected many current "real world" corporate practices which, made excellent validation of the chapter's messages, terms and concepts. The follow up with a Self-Assessment should help to anchor these points with the students. Better than most I have seen."

About the Author

Chuck Williams is Professor of Management at the College of Business at Butler University. Dr. Williams previously served as Dean at Butler's College of Business and at the Eberhardt School of Business at the University of the Pacific, and as Associate Dean, Department Chair and Associate Professor of Management at the M.J. Neeley School of Business at Texas Christian University. Dr. Williams has also taught at Michigan State University and Oklahoma State University. Dr. Williams received his B.A. in psychology from Valparaiso University. He specialized in organizational behavior, human resources, and strategic management while earning his M.B.A and Ph.D. in business administration from Michigan State University. His research interests include employee recruitment and turnover, performance appraisal, and employee training and goal setting. Dr. Williams has published research in the JOURNAL OF APPLIED PSYCHOLOGY, the ACADEMY OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT REVIEW, PERSONNEL PSYCHOLOGY, and the ORGANIZATIONAL RESEARCH METHODS JOURNAL. He was a member of the JOURNAL OF MANAGEMENT's editorial board and currently serves as a reviewer for numerous other academic journals. He was also Webmaster for the Research Methods Division of the Academy of Management.

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