



Management in the 21st Century

By K. Narindar Jetli

New Century Publications, New Delhi, 2001. Hardcover. Book Condition: New. First. 14 cms. 270pp. Business environment has become highly competitive in the wake of liberalisation and privatisation wave sweeping across the world. After the establishment of WTO and enforcement of its regulations, the world has moved fast towards free trade. Business firms are gearing up to face intense competition in the 21st century. The new scenario offers both opportunities and challenges for present and prospective entrepreneurs in industry and trade. It obviously calls for an integrated knowledge of management techniques like communicative skills, leadership qualities, organizational behaviour, human resourcing and decision-making.

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