



Management Mistakes and Successes

By Robert F. Hartley

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Even the biggest names in business make management mistakes, and sometimes with enormous consequences. But now you can learn from their blunders, examine how they respond to adversity, and uncover the secrets of their successes. In this Eighth Edition of his best-selling casebook, Robert Hartley has once again compiled a collection of play-by-play analyses of the actual decisions and practices that led to major management setbacks, comebacks, crises, and triumphs at top corporations. These real-life war stories are packed with practical tips and insider insights that will serve you throughout your career.

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Editorial Review

Review

Instructor's Manual available. -- *The publisher, John Wiley & Sons*

From the Publisher

Offering insights into the art of managerial decision making, this effective instructional tool presents contrasting cases of management errors and triumphs so that students can learn by comparing the unsuccessful with the successful. Newly formatted, this up-to-the-minute edition contains 10 new cases, several with situations still evolving. Includes additional pedagogical features: updated Information and Issue Boxes, hands-on exercises, discussion questions, and Team Debate exercises.

From the Back Cover

Learn how to strategize like a top-notch manager!

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Fully revised and updated, this Eighth Edition features 5 exciting new cases, including:

- Newell Rubbermaid: A Sour Acquisition
- Philip Morris (now Altria) Changes an Enduring Strategy
- Dell Computer: Rising to Dominate the PC Market
- Boeing Loses Industry Dominance to Airbus
- Hewlett-Packard's Merger with Compaq Computer: A Model of Success?

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