



Dictionary of Management and Business Administration

By Niraj Kumar, Sanjay Medhavi & Shiba Charan Panda (Eds)

Gyan Books Pvt. Ltd., New Delhi, India, 1998. Softcover. Book Condition: New. During the last decade Management has become a subject-matter and it is not only confined to the Business sector, but also to other social sectors. The non-business sector for example, the Hospital Administration, Heads of Educational institutions etc, has shown much interest in the subject and because of its widespread applicability. Hence a growing demand for the use of terms, techniques and skills of Management has been noticed over the years. To meet the demands of various interest groups, there is a need to have a comprehensive material on the subject language in the form of dictionary so as to provide a handy explanation of Managerial terms, jargons, concept in a simplified manner, irrespective of who the user is. The subject-matter covers all the branches of business and management such as finance, accountancy, personnel, marketing, production, personnel, marketing, production, industrial relation business laws and other economic terms that facilitate better understanding of business language., About the author:- Dr. Niraj Kumar (b. 1952) holds a doctorate in Business Administration. Having a brilliant record with merit scholarships and gold medals, he has been honoured with the Vice Chancellor's Testimonial of...



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