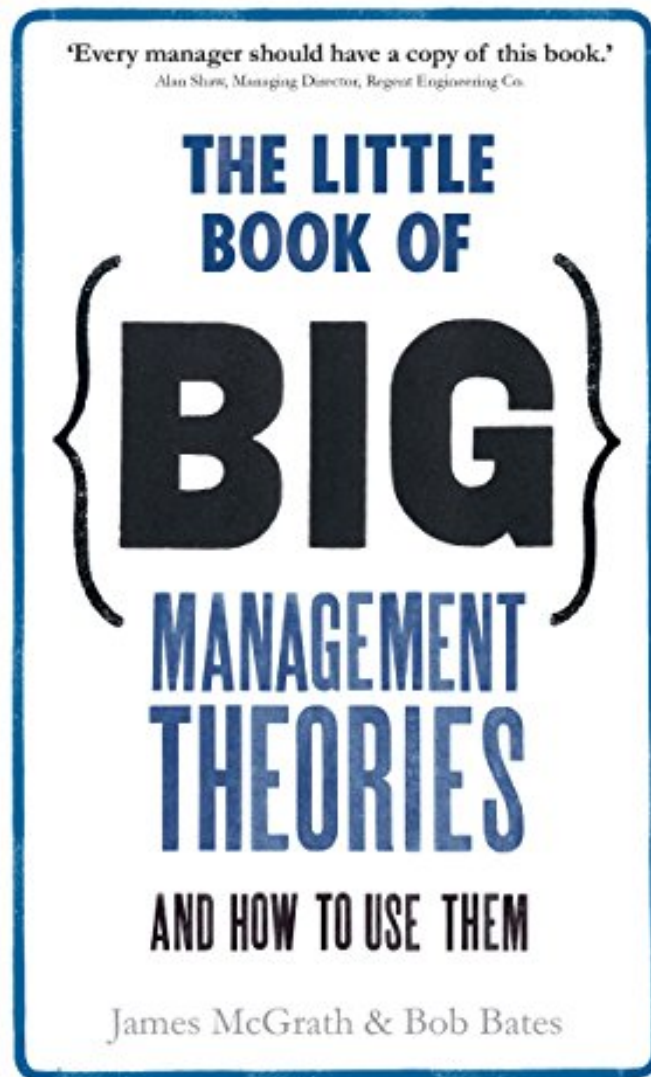


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The Little Book of Big Management Theories: ... and how to use them

Jim McGrath, Bob Bates

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89 management theories from the world's best management thinkers; the fast, focussed and express route to success. As a busy manager, you need solutions to everyday work problems fast. The Little Book of Big Management Theories gives you access to the very best theories and models that every manager should know and be able to use. Cutting through the waffle and hype, McGrath and Bates concentrate on the theories that really matter to managers day-to-day. Each theory is covered in two pages; telling you what it is, how to use it and the questions you should be asking; so you can immediately apply your new knowledge in the real world. The Little Book of Big Management Theories will ensure you can: **Quickly resolve a wide range of practical management problems**; **Be a better, more decisive manager who gets the job done**; **Better motivate and influence your staff, colleagues and stakeholders**; **Improve your standing and demonstrate that you are ready for promotion**; **All you need to know and how to apply it**; in a nutshell. I'll make sure that every manager in our pharmacy outlets gets a copy of this book. Manjit Jhooty, Managing Director, Jhoots Pharmacy; Every manager should read this book. Geoff Round, Chief Executive, Birmingham Civic Housing Association Ltd

Winner of the 'Practical Managers' category at the Chartered Management Institute Management Book of the Year Awards. The Little Book of Big Management Theories was praised by judges for being relevant, highly readable and refreshing in its approach; useful to experienced and new managers alike. Covering 89 management theories, it provides a summary of each theory, a guide of how to use it and a list of questions to ask, making it an ideal reference book. Rebecca Taylor, the Dean and Director of Studies at the Open University Business School, explained why the book deserved to win: "This book was a delight to read and was a highly refreshing approach to the world of management. The ideas have been boiled down into easily-digestible chunks that are perfect either as an introduction or a refresher for the more experienced manager. The personal writing style and lack of preaching makes it a brilliant desk-side companion for a manager of any level, and I highly recommend it." "Every manager should have a copy of this book."