DESCRIPTION

Robert Hartley’s Management Mistakes and Successes, 10th edition has once again compiled a unique and engaging collection of mistakes, successes, and turnarounds of some of today’s most prominent businesses. Management Mistakes and Successes helps students develop the critical-thinking skills required of successful managers.

ABOUT THE AUTHOR

Bob Hartley is Professor Emeritus at Cleveland State University's College of Business. There he taught a variety of undergraduate and graduate courses in management, marketing, and ethics. Before coming into academia, he spent thirteen years in retailing with the predecessor of Kmart (S.S. Kresge), J.C. Penney, and Dayton-Hudson and Target. Positions held included store management, central buying and merchandise management. His first textbook, Marketing; Management and Social Change, was published in 1972. It was ahead of its time in introducing social and environmental issues to the study of marketing. In 1976, the first Marketing Mistakes supplemental book was published, and brought a new approach to case studies: student-friendly books, and ones more relevant to career enhancement that existing books, In 1983, Management Mistakes was published. He is listed in Who's Who in America, and Who's Who in the World.
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