



Essentials of Contemporary Management

Gareth Jones

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Jones/George, *Essentials of Contemporary Management* is the concise edition of *Contemporary Management*. Jones and George are dedicated to the challenge of “Making It Real” for students. The authors present management in a way that keeps it relevant to students even if they lack exposure to a “real-life” management context. This is accomplished through a diverse set of examples and the most popular feature of the text, “Manager as a Person” (Ch. 2). This chapter discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems. This theme is carried through-out the remaining chapters. Discussions take place regarding the importance of Management Competencies—the specific set of skills, abilities, and experiences that gives one manager the ability to perform at a higher level than another in a specific context. The themes of diversity, ethics, globalization, and information technology are integrated throughout.

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