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2. *Essentials of Organizational Behavior*

Focusing on the behavior of individuals and groups in organizations, this book explores motivation, team dynamics, and communication strategies. It helps readers understand how to improve workplace culture and employee performance. The text combines theory with real-world examples to facilitate effective management practices.

3. *Marketing Management: A Strategic Approach*

This book delves into core marketing principles and strategic planning to drive business growth. Topics include market segmentation, consumer behavior, and digital marketing trends. It serves as a valuable resource for those looking to develop competitive marketing strategies in dynamic markets.

4. *Financial Accounting for Managers*

Designed for non-accounting managers, this book simplifies financial accounting concepts essential for business administration. Readers learn to interpret financial statements, understand budgeting, and make informed financial decisions. The practical approach aids managers in aligning financial goals with organizational objectives.

5. *Operations Management: Processes and Supply Chains*

This text examines the design, operation, and improvement of production systems and supply chains. It emphasizes efficiency, quality control, and innovation in operations management. Suitable for students and practitioners, it provides tools to optimize business processes and enhance customer satisfaction.

6. *Human Resource Management in Practice*

Covering recruitment, training, performance appraisal, and employee relations, this book is a guide to effective HR management. It addresses legal and ethical considerations in managing personnel. Readers gain insights into creating supportive work environments that foster employee engagement and productivity.

7. *Strategic Management: Concepts and Cases*

This book presents frameworks for analyzing competitive environments and formulating strategic plans. It includes case studies that illustrate successful and unsuccessful strategies in diverse industries. The content helps managers develop skills to navigate complex business challenges and achieve long-term success.

8. *Entrepreneurship and Small Business Management*

Focusing on starting and managing small enterprises, this book covers business planning, financing, and growth strategies. It provides practical advice for aspiring entrepreneurs and small business owners. The text highlights innovation, risk management, and market opportunities in the entrepreneurial landscape.

9. *Business Ethics and Corporate Social Responsibility*

This book explores the ethical dilemmas and social responsibilities faced by modern businesses. It

discusses frameworks for ethical decision-making and the impact of corporate actions on stakeholders. Readers learn how to integrate ethical considerations into business strategies for sustainable success.

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