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Pearson 15TH EDITION

Pearson Management, 15th Edition User Manual

Comprehensive guide for effective utilization of the textbook.

1. INTRODUCTION TO PEARSON MANAGEMENT, 15TH EDITION

This manual provides essential information for students and educators using the 15th Edition of Pearson Management. It outlines the book's structure, key features, and how to maximize its educational value. The textbook is designed to enhance understanding of management theories and their practical application, particularly for future managers in an Indian context.

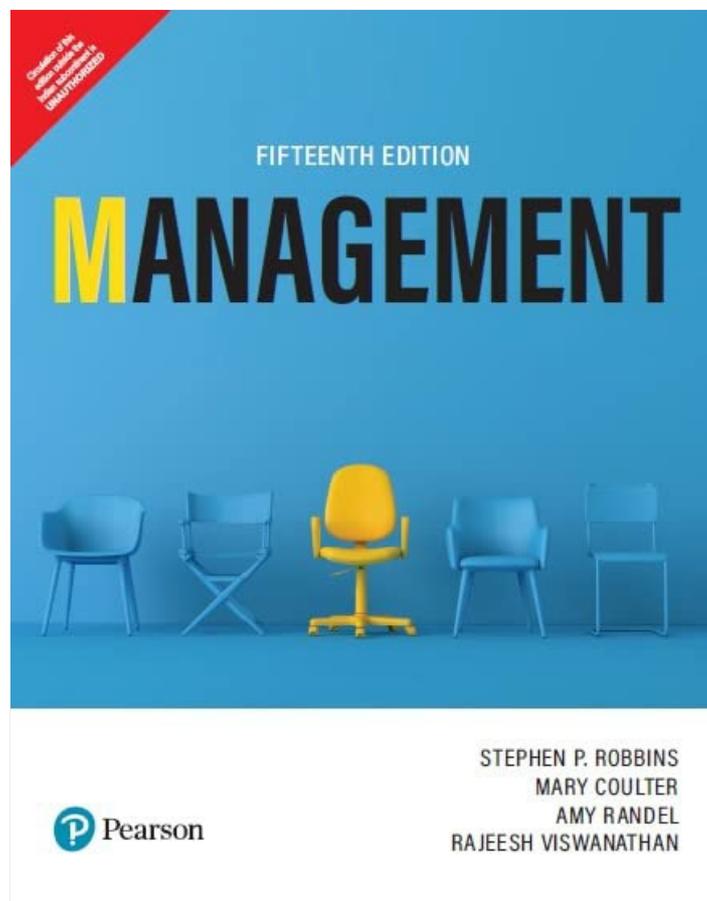


Figure 1.1: Front cover of the Pearson Management, 15th Edition textbook. This image displays the title, edition number, and authors, providing a visual identification of the product.

2. GETTING STARTED (SETUP)

To begin using the Pearson Management 15th Edition textbook, familiarize yourself with its core components and pedagogical approach. This edition focuses on developing skills and careers, incorporating perspectives of real-life managers, and utilizing examples, cases, and hands-on exercises.

2.1 Key Highlights and Learning Objectives

The book is structured to provide a highly engaging learning experience. Key highlights include:

- **Engaging Content:** Designed to groom future managers.
- **Focus on Challenges:** Addresses issues and challenges faced by managers and how to deal with them.
- **Indian and US Examples:** Includes examples from both regions to understand cultural and geographical factors in management processes.
- **Case Studies:** Features cases from companies like Dalmia Cement, SBI, Michelin India, Lenovo India, Infosys, and Amazon India.

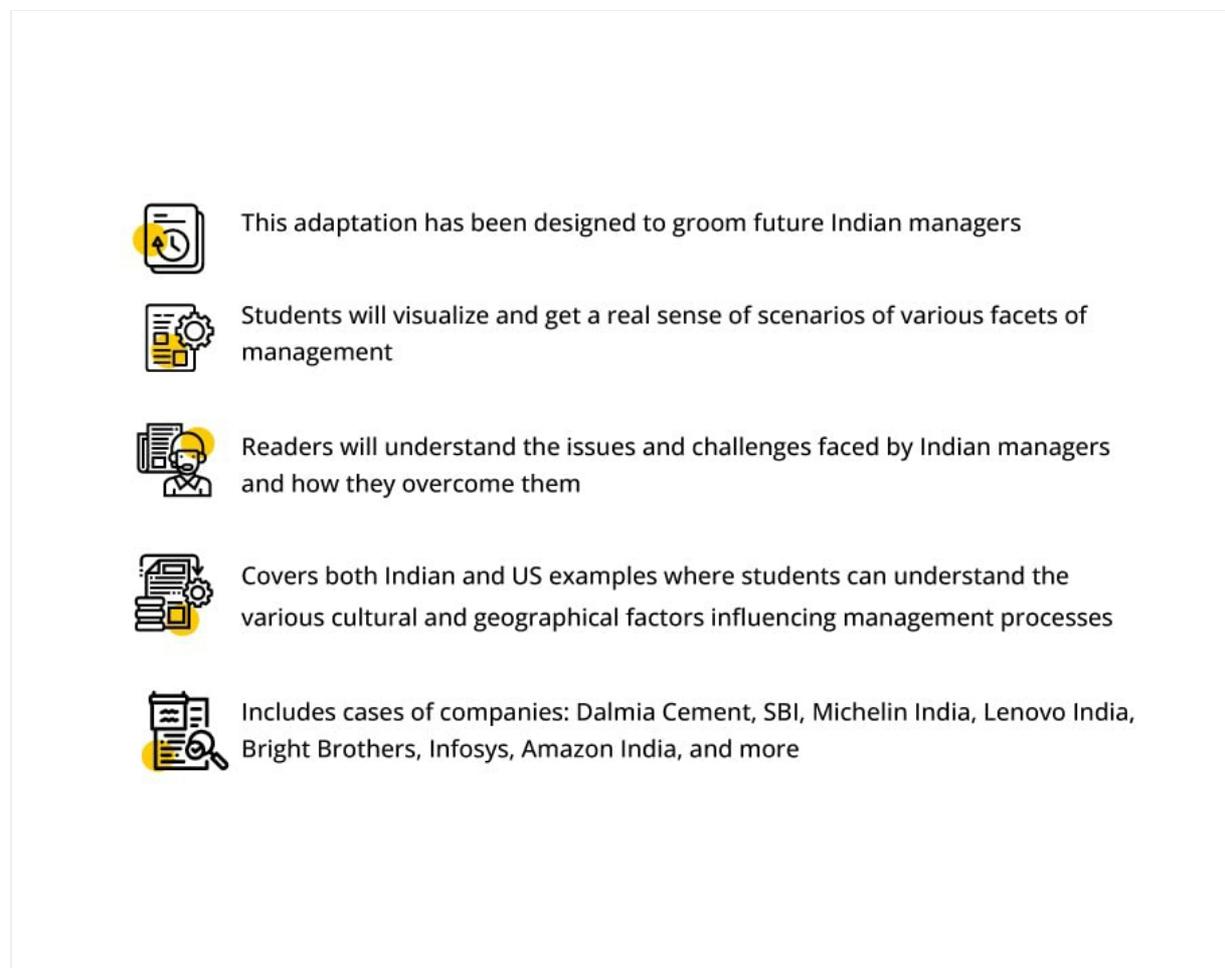


Figure 2.1: An illustration detailing the key highlights and learning objectives of the 15th Edition. This image outlines the book's unique features and benefits for students.

3. USING THE BOOK (OPERATING)

To effectively utilize the textbook, engage with its various components:

- **Chapter Readings:** Read each chapter thoroughly to grasp fundamental management concepts.
- **Examples and Exercises:** Work through the provided examples and hands-on exercises to apply theoretical knowledge.
- **Case Studies:** Analyze the case studies to understand real-world management scenarios and decision-

making processes.

- **Online Resources:** Access any supplementary online resources mentioned within the book or provided by Pearson for additional learning materials.

3.1 Back Cover Information



Figure 3.1: Back cover of the Pearson Management, 15th Edition textbook. This image may contain additional information such as ISBN, publisher details, or a brief summary of the book's content.

4. CARE AND HANDLING (MAINTENANCE)

To ensure the longevity of your textbook:

- **Storage:** Store the book in a dry place, away from direct sunlight and extreme temperatures.
- **Handling:** Handle pages carefully to prevent tearing. Avoid folding corners or marking pages excessively.
- **Protection:** Consider using a book cover to protect against wear and tear.

5. TROUBLESHOOTING AND SUPPORT

For issues related to the content or physical condition of the book:

- **Content Clarification:** For academic queries, consult your instructor or refer to supplementary materials.
- **Damaged or Missing Pages:** If your book has manufacturing defects, such as missing or damaged pages, contact the retailer or publisher for assistance.

6. SPECIFICATIONS

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