



Essentials of Contemporary Management

By Gareth Jones, Jennifer George

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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 thru 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 thru-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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Jennifer George is also a Professor of Management in the Lowry Mays College and Graduate School of Business at Texas A&M University. She received her BA in Psychology/Sociology from Wesleyan University, her MBA in Finance from New York University, and her PhD in Management and Organizational Behavior from New York University.

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