



Business Management: A Contemporary Approach

By Cecile Nieuwenhuizen, Dirk Rossouw

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These issues include globalisation, corporate entrepreneurship and citizenship, credit, diversity and HIV/AIDS. Every student of business and business manager needs to understand the importance of these issues and their influence on the operations of a business.

Business Management: A Contemporary Approach also highlights the interdependency between the various business functions. This interdependency is very important for a business or organisation to operate as a whole.

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About the Author

Professor CECILE NIEUWENHUIZEN is a Professor in the Department of Business Management at the University of Johannesburg. She is an author and editor of a number of publications in Entrepreneurship and Management.

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