



# Managing People and Organizations in Changing Contexts

*Graeme Martin*

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The book has an international orientation and many of the cases and examples in the book reflect this. It addresses the problems that managers face in managing people in old and new economy organisations and is interdisciplinary in its approach, including contributions from management, organisational behaviour, HRM, strategy, marketing and reputation management, and technology. This text meets the requirements of managers, leaders and students in managing people in contemporary and changing contexts.

Managing People and Organizations in Changing Contexts offers:

- \* a contemporary and relevant edge with an original structure
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