



# Managing People and Organizations in Changing Contexts

*Graeme Martin*

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## **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
- \* awareness of international and current trends and up-to-the-minute detail.
- \* cases based on original research and consulting experience
- \* new material on the role of management and leadership, technology and reputation management, and covers much of the material for CIPD's core management standards
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