



Mgmt (with Mgmt Online, 1 Term (6 Months) Printed Access Card)

Chuck Williams

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Mgmt (with Mgmt Online, 1 Term (6 Months) Printed Access Card) Details

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Colin says

The writing was all over the place. Chapters that were on a focused topic were generally better, but overall the tone was casual and foolish, and full of anecdote. Stats are tossed around to give weight to statements in a misleading fashion. A "120% increase" is meaningless without context; you have to tell me if that is an increase in net profit or in staff attrition for it to be useful. Williams uses footnotes instead of in-text citations, which hides how dated some of the studies are. Some chapters have gotten revised between editions, but others need some attention to stay relevant. The text swims in a soup of Shutterstock photography. I think they should be given credit as a co-author. Things that look like graphs (but don't actually convey values) are used to visually support arguments. Edward Tufte would lose his cool if he saw how graphics were being used here.

I took issue with the writing, the sources and the presentation of this book. If you are considering teaching using an edition of MGMT, I'd urge you to consider another text.
