



# Managing Organizations: Basic Principles and Approaches 2<sup>nd</sup> Edition

Jhanghiz Syahrivar

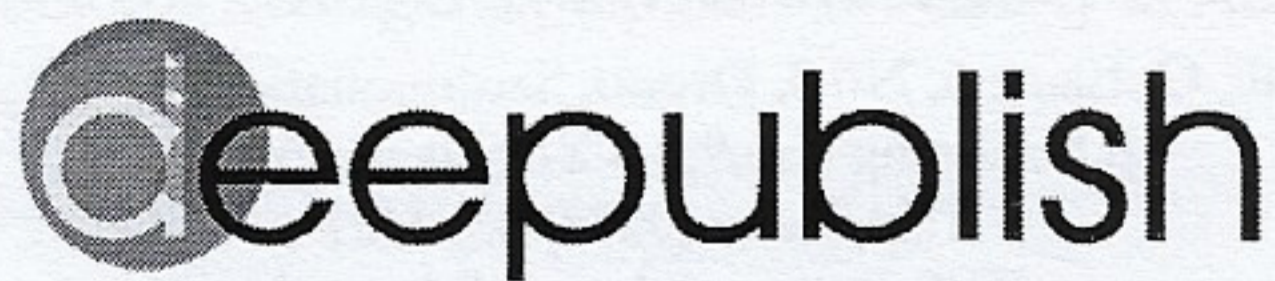


**Managing Organizations:  
Basic Principles and Approaches  
2<sup>nd</sup> Edition**

Jhanghiz Syahrivar, Ph.D.

Editor :

Assoc. Prof. Dr. Genoveva



*Cerdas, Bahagia, Mulia, Lintas Generasi.*

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The COVID-19 pandemic, while unfortunate, has transformed the way organizations conduct their operations. The second edition of "*Managing Organizations: Basic Principles and Approaches*" emphasizes some key concepts in marketing management studies and attempts to discuss the most recent technological advancements from a managerial standpoint. The book is best suited for college students. Building leadership, managing a strong culture, promoting innovation, and implementing marketing are some of the highlights of this book. Additionally, ethics and Corporate Social Responsibility (CSR) topics are also included to ensure that readers understand that organizations cannot survive unless they embrace ethical and moral business practices. Finally, as the world steadily transitions from a material to an immaterial economy, future managers should focus on three areas: corporate technology, education, and culture. To begin, embracing and excelling in technology gives an organization a competitive advantage. Second, investing in employees through continuous education and skill transfers contributes to the development of a strong human resource. Third, corporate cultures distinguish one organization from others; strong cultures retain the best employees and allow organizations to maximize their efforts and achieve their goals.



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