



# Management Essentials: A Recipe for Business Success

*Arindam Banerjee*

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**Management Essentials** is a simplified and synthesized version of core management principles to help readers appreciate the fundamentals of managing enterprises successfully in a competitive environment. It addresses the current dilemma in the field of management, where a strong perception exists that management theory and actual practice are increasingly disconnected from each other.

The book delves into the notion of ‘value’ creation cycle in an enterprise in relation to the competition and the importance to stay ahead on this curve vis-à-vis the competition. It discusses the interrelated concepts of analysis and decision making, and then goes further to connect the popular notion of branding to good business acumen.

By drawing upon the author’s extensive experience in academia and industry, the book uniquely intertwines theory with practice to join the dots across disparate business management concepts.

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