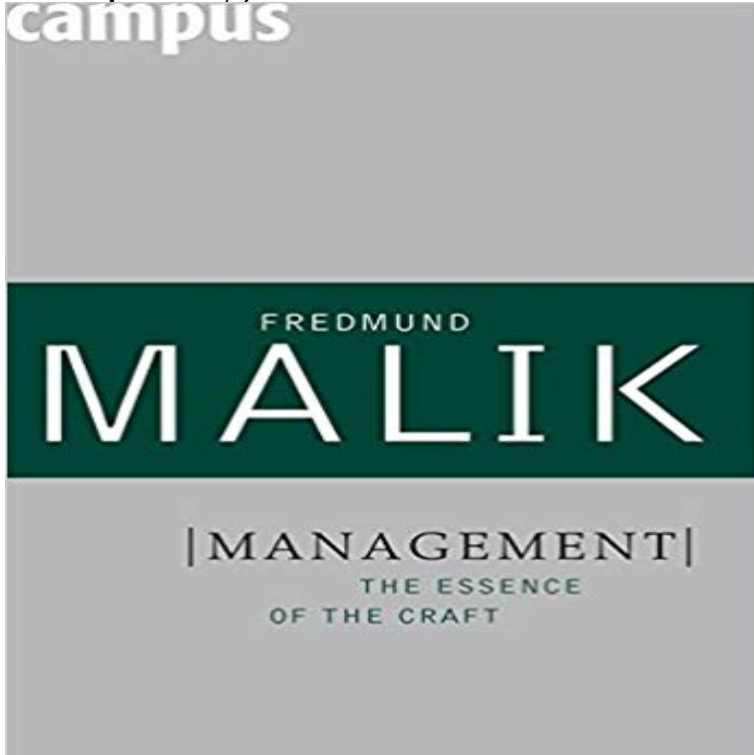


# Management: The Essence of the Craft (Management: Mastering Complexity)



In today's competitive world, good management is essential. With *Management: The Essence of the Craft*, Fredmund Malik, one of the most prominent authors of management scholarship in Europe, draws on the works of Stafford Beer, Peter Drucker, Friedrich von Hayek, and Viktor Frankl to outline the basic principles of effective professional management. While previous studies have relied strictly on human psychology to evaluate existing theories of management, Malik instead employs a cybernetics of complex systems for the task. Though *Management* is written primarily for managers in the business world, it will be valuable to those in other fields facing management tasks.

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