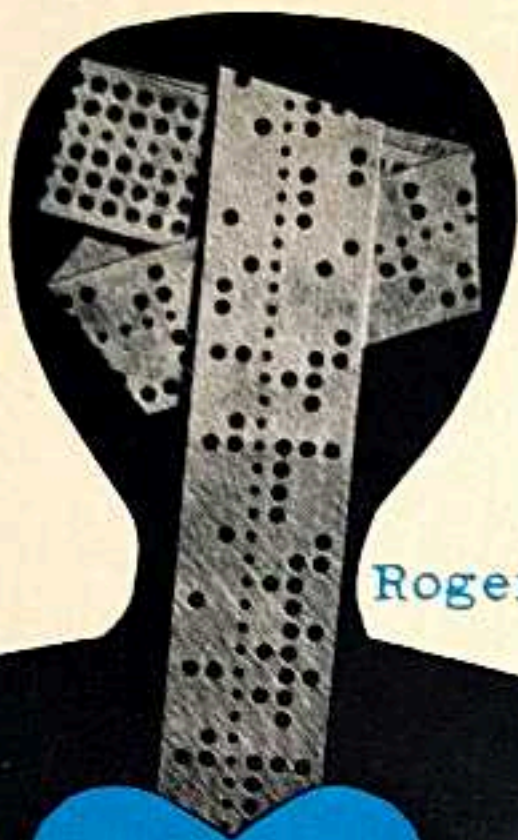


# The Business of Management



Roger Falk

A Pelican Book 3/6



ROGER FALK

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THE BUSINESS OF  
MANAGEMENT

ART OR CRAFT?

PENGUIN BOOKS



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What makes a manager ? Is management today a science or is it an art ? Roger Falk, a leading business consultant, explains the qualities that make a manager and the problems that business management has to face if it is to meet the challenges of the next ten years or so. He discusses business methods, selection, human relations, training, etc. and illustrates his points about management with a number of fascinating case-histories, both successes and failures.

'If you are a manager of any kind (whether shoe-shop, railway station, or oil refinery), buy it and read it. . . . If you are not a manager, there is still a lot to be learnt for little time and money' - *Spectator*

'Practical and progressive' - *Financial Times*

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