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Machiavelli, Marketing and Management

Patricia Rees

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Patricia Rees : Machiavelli, Marketing and Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised Machiavelli, Marketing and Management:

This cutting edge text provides insight into the meaning and interpretation of Machiavelli, and highlights the particular relevance to today's manager of his works for management, marketing and political thought. It addresses a number of common themes relating to his influences and arguments, and includes topics such as: modern

management* governance and ethics* post-modernism* marketing * political communication and spin doctoring* rhetoric and dichotomy of Machiavelli. It brings together an outstanding and diverse range of contributors including leading Machiavelli writers, prominent 'politicos', some of the key management thinkers in the UK, and descendants of Machiavelli himself, and will be of great interest to all students and scholars of management, marketing and political science.

'This is a different, thoughtful and interesting book.' - Economic Outlook and Business