



Management: Leading & Collaborating in a Competitive World (Irwin Management)

By Thomas Bateman, Scott Snell



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Bateman and Snell's *Management: Leading & Collaborating in a Competitive World* is a text with a fully modernized functional approach. This text is maintaining the four traditional functions of planning, organizing, leading, and controlling, while modernizing and re-visioning the concepts as delivering strategic value, building a dynamic organization, mobilizing people, and learning and changing.

Bateman/Snell's results-oriented approach is a unique hallmark of this textbook. In this ever more competitive environment there are five essential types of performance, on which the organization beats, equals, or loses to the competition which are **cost, quality, speed, innovation, service and sustainability**. These six performance dimensions, when done well, deliver value to the customer and competitive advantage to you and your organization. Throughout the text Bateman & Snell remind students of these five dimensions and their impact on the "bottom line" with marginal icons contributing to the **leadership and collaboration** theme, which is the key to successful management. People working with one another, rather than against, is essential to competitive advantage.

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Editorial Review

About the Author

Thomas Bateman received his PhD in Business Administration from Indiana University. He is Bank of America professor and management area coordinator in the McIntire School of Commerce at the University of Virginia. He also taught at Kenan-Flagler Business School of The University of North Carolina to undergraduates, MBA students, PhD students, and practicing managers. He also taught for two years in Europe as a visiting professor at the Institute of Management Development (IMD), one of the world's leaders in design and delivery of executive education. Professor Bateman is an active management researcher, writer, and consultant.

Scott Snell received his BA in psychology from Miami University, as well as MBA and PhD in Business Administration from Michigan State University. He is a professor of Business Administration at the University of Virginia's Darden Graduate School of Business. Prior to joining Darden faculty he was professor and director of executive education at Cornell's University's Center for Advanced Human Resource Studies and a professor of management in the Smeal College of Business at Penn State University. He was recently listed among the top 100 most-cited authors in scholarly journals of management.

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