



Definitions of Management

- *The activity of getting things done with the aid of people and other resources.*
wps.prenhall.com/wps/media/objects/213/218150/glossary.html
- *Effective utilization and coordination of resources such as capital, plant, materials, and labour to achieve defined objectives with maximum efficiency.*
www.crfonline.org/orc/glossary/m.html



Product Management vs. Product Marketing



Ensure great products delivered

Ensure great products sell

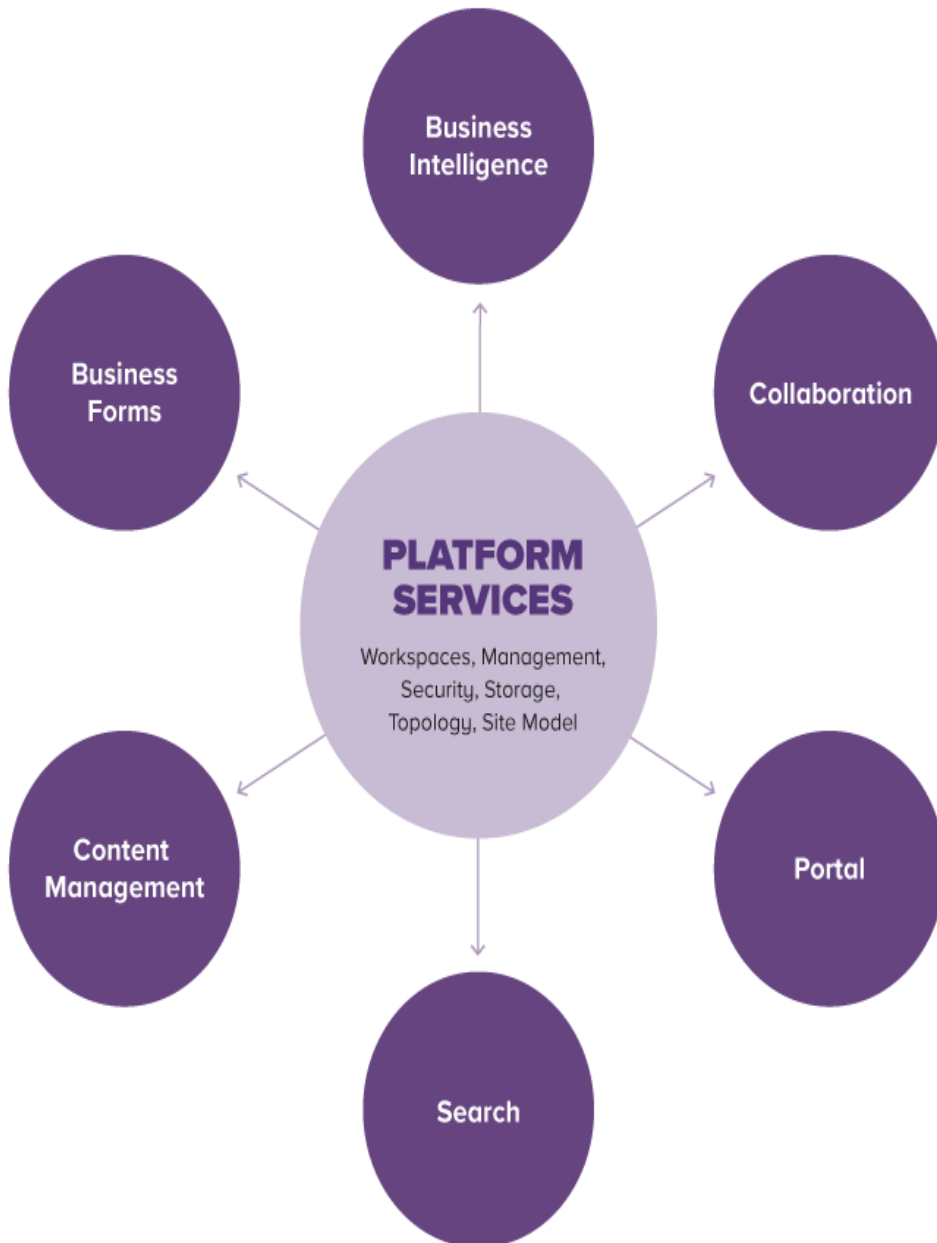


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Principles of Management

Unit -1/ Management: Definition



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