

THE CRAFT OF GENERAL MANAGEMENT



READINGS SELECTED BY
JOSEPH L. BOWER

THE PRACTICE OF MANAGEMENT SERIES
HARVARD BUSINESS SCHOOL

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| | H. Edward Wrapp | |
| | <i>Contrary to popular belief, a company's general managers don't spend the bulk of their time setting policy and communicating precise goals and objectives. Rather, they keep broadly informed about operating decisions and try to develop opportunities that move their company toward its long-term objectives.</i> | |

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