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Management by objectives: a case history

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Abstract

Management by objectives (MBO) is a mutual assessment process whereby managers set their own targets, in consultation with their superiors, in order to integrate company goals with management development, both in a general and personal sense. Here, a lecturer in the Building Engineering Department of Liverpool University, in the UK, recounts some of the benefits and the possibly unexpected problems which emerged when such a programme was adopted by a large regional construction firm in the UK.

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