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Management by objectives: a case history

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Page 378 | Published online: 06 May 2008

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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 their own. This case history describes the implementation of MBO in a lecturer's accountancy practice. The practice is a small, family-owned business, and when successful, it has a high turnover. The practice is a small, family-owned business, and when successful, it has a high turnover. The practice is a small, family-owned business, and when successful, it has a high turnover.

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