

CHANGES IN TOP MANAGEMENT ACTIVITIES
(Holden, Fish, et al.)

1941

- Farsighted planning & clarification of objectives
- Sound plan of organization
- Qualified personnel in key positions
- Effective means of control

1968

- Determine objectives to give Co. direction
- Develop long range plans
- Establ. policies to implement long range plans
- Develop & modify Org.
- Select qualified personnel
- Set short term goals
- Appraise results & take corrective action.
- Manage corp. income

1998

- Environmental scanning to keep abreast of change
- Set social & economic objectives
- Same as steps 2-5 (1968)
- Design information system for org. & monitor it
- Manage ltd. resources- conservation measures