

# Business Management Principles, Challenges, and Modern Practices

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## Abstract

Business management is an essential discipline in the contemporary world, encompassing the strategic and operational activities required to lead organizations toward success. In today's competitive and rapidly evolving economy, the ability of managers to efficiently organize resources, inspire employees, and adapt to change defines the sustainability and profitability of businesses. The scope of business management includes various functions such as planning, organizing, leading, and controlling, each contributing to the overall performance

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