
LEADERSHIP AND MANAGEMENT

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For permissions or licensing inquiries, please contact:

Synapse Global Institute

P.O Box 25970, 00100, Nairobi, Kenya

admin@sgi.ac

+254 100000050

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PREFACE

Leadership and management are fundamental pillars of organisational success, influencing decision-making, strategic direction, and operational efficiency across industries. Whether in corporate enterprises, public institutions, or entrepreneurial ventures, effective leadership and sound management practices drive performance, innovation, and sustainable growth.

This book, *Leadership and Management*, provides a comprehensive yet practical exploration of key leadership theories, management functions, strategic decision-making, and organisational dynamics. It equips learners with the knowledge and skills necessary to navigate the complexities of modern business environments, ensuring they can apply leadership principles in diverse settings.

While this book is tailored to meet the requirements of the *Certified Public Accountants (CPA) Reviewed Examination Syllabus KNQF Level 7 June 2024*, it extends beyond academic purposes. It serves as a practical resource for professionals, business leaders, policymakers, and aspiring entrepreneurs seeking to refine their managerial competencies. Drawing from global best practices and local case studies within East Africa, this book offers a balanced perspective that reflects both theoretical foundations and real-world applications.

The book is structured to provide clarity, coherence, and a logical flow of topics. Each chapter presents fundamental concepts, explores various models and frameworks, and includes illustrative examples to enhance understanding. Additionally, emphasis is placed on emerging trends such as digital transformation, ethical leadership, corporate governance, and change management—critical aspects in today’s dynamic business landscape.

As businesses and organisations face rapid technological advancements, shifting market demands, and evolving regulatory frameworks, the role of effective leadership and strategic management becomes increasingly vital. This book aims to bridge the gap between theory and practice, empowering readers to make informed decisions, lead with confidence, and contribute meaningfully to their respective fields.

It is my hope that this resource will not only support students preparing for their CPA certification but also provide invaluable insights to professionals and leaders striving for excellence in management and leadership.

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