

<<管理学>>

图书基本信息

书名：<<管理学>>

13位ISBN编号：9780470813096

10位ISBN编号：0470813091

出版时间：2002-12

出版时间：John Wiley & Sons

作者：本社 编

页数：650

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

内容概要

Reflecting the growing international importance of the Asian region to the multicultural societies of Australia and New Zealand, the third edition of this best-selling Australasian introductory management text includes a significant increase in the number of Asian case examples used to illustrate key concepts.

书籍目录

Chapter 1 The dynamic new workplace
Chapter 2 Environment and diversity
Chapter 3 Information and decision making
Chapter 4 Historical foundations of management
Chapter 5 Global dimensions of management
Chapter 6 Ethical behaviour and social responsibility
Chapter 7 Planning and controlling
Chapter 8 Strategic management
Chapter 9 Entrepreneurship and new ventures
Chapter 10 Organising
Chapter 11 Organisational design and work processes
Chapter 12 Human resource management
Chapter 13 Leading
Chapter 14 Motivation and rewards
Chapter 15 Individuals, job design and stress
Chapter 16 Teams and teamwork
Chapter 17 Communication and interpersonal skills
Chapter 18 Change leadership
CAREER READINESS
workbook
Assignment writing
Research and presentation projects
Exercises in teamwork
Management skills assessments

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>