

<<Blackwell管理百科全书>>

图书基本信息

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## 内容概要

The Blackwell Encyclopedia of International Management provides clear, up-to-the-minute definitions and explanations of the key concepts in the fast-changing field of international management. This revised edition covers recent developments arising from globalization, the internet, e-commerce and meta-markets. Information on new International Standards is included together with the impact of the European Union and the new geo-political areas of the Russian Federation and China. 作者简介： Cary L.Coper is based at Lancaster University as Professor of Organizational Psychology. He is the author of over 80 books, is past editor of the Journal of Organizational Behavior, and Founding President of the British Academy of Management.

书籍目录

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