

<<(覆辙勿蹈)>>

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## 内容概要

Business 2.0 magazine publishes an annual cover story called "The 101 Dumbest Moments in Business." Featuring 101 hilarious items about the year 's most unbelievably stupid business blunders, it 's hugely popular with its more than half a million print subscribers—and with the two million people who read it on the Web this year. In The Dumbest Moments in Business History, the editors of Business 2.0 have compiled the best of their first four annual issues plus great (or not so great, if you happen to be responsible) moments from the past. From New Coke to the Edsel, from Rosie magazine to Burger King 's "Herb the Nerd," the book 's highlights include: a Romanian car plant whose workers banded together to eliminate the company 's debt by donating sperm and giving the proceeds to their employer ; the Heidelberg Electric Belt, a sort of low-voltage jockstrap sold in 1900 to cure impotence, kidney disorders, insomnia, and many other complaints ; the time Beech-Nut sold "100% pure apple juice" that contained nary a drop of apple juice ; the Midas ad campaign featuring an elderly customer ripping open her blouse and showing her "mufflers" to the guys in the shop ; a London videogame maker that sought volunteers who would allow the company to place ads on the headstones of deceased relatives. Grouped by theme—bosses gone bad, criminally creative accounting, etc.—The Dumbest Moments in Business History is a fun and funny look at the big-time ways that big-time companies have screwed up through the decades.

作者简介： ADAM HOROWITZ is the executive editor of Business 2.0 and a creator of "The 101 Dumbest Moments in Business," one of the magazine's most popular annual features. He and his fellow editors are based in San Francisco. Which is good, because a number of restaurants in his former home of Santa Fe--in not-at-all-dumb moments of business judgment--have banned him for publicly ridiculing their shortcomings.

书籍目录

Contents  
From the Desk of Josh Quittner  
Organizational Conceit Explained  
Criteria for Inclusion  
Apologies to the Slighted  
Chapter One: Research and Development  
Chapter Two: Human Resources  
Chapter Three: Manufacturing and Production  
Chapter Four: Senior Management  
Chapter Five: Public Relations  
Chapter Six: Sales and Marketing  
Chapter Seven: Accounting  
Chapter Eight: Legal  
Chapter Nine: Information Technology  
Acknowledgments  
Index

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