

<<管理学>>

图书基本信息

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内容概要

近年来，管理学领域发生了深刻的变化：从约束、控制员工到激发员工的积极性与创造力；从严格的等级管理到团队协作；从追求利润到使股东财富最大化等等；不一而足。

本书再版至今已达5版。

作者在保留传统管理思想精华的同时，又审时度势，引入丰富而详实的最新理论与案例，为您打开了一个全新的管理学领域。

作者简介

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书籍目录

part one Introduction to Management 1 The Changing Paradigm of Management 2 Historical Foundations of the Learning Organization part two The Environment of Management 3 The Environment and Corporate Culture 4 Managing in a Global Environment 5 Managerial Ethics and Corporate Social Responsibility 6 The Environment of Entrepreneurship and Small-Business Management part three Planning 7 Organizational Planning and Goal Setting 8 Strategy Formulation and Implementation 9 Managerial Decision Making part four Organizing 10 Fundamentals of Organizing 11 Using Structural Design to Achieve Strategic Goals 12 Change and Development 13 Human Resource Management 14 Managing Diverse Employees part five Leading 15 Foundations of Behavior in Organizations 16 Leadership in Organizations 17 Motivation in Organizations 18 Communicating in Organizations 19 Teamwork in Organizations part six Controlling 20 Foundations of Quality Control 21 Information Systems and Technology 22 Operations and Service Management Glossary Photo Credits Name Index Company Index Subject Index Company Index 765 Subject Index 771

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