

<<商业伦理与社会责任>>

图书基本信息

书名：<<商业伦理与社会责任>>

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内容概要

本系列教材主要有以下几个特点：（1）教材种类丰富。

本系列教材首批推出7本商务知识双语教材，组成“英语专业工商管理双语教学教材系列”，包括《管理》（Jeff Madura著）、《运营管理与创新》（David Needle著）、《市场营销》（Louis Boone & David Kurtz著）、《会计与财务管理》（Jeff Madura著）、《商业伦理与社会责任》（Jaff Madura著）以及《创办新企业》（Jaff Madura著），国内同类题材教材较少。

（2）版本较新。

本系列教材选摘自国外最新教材，内容了相应学科的最新理念和最新的真实案例。

（3）内容规范、简洁，语言难易得当，适合双语教学。

本系列教材简要地概述了各职能领域最重的要基本概念、基本原理和主要理论，在每本书后加入了这门学科的相关重要术语，并对术语的词头进行了中文释义。

书籍目录

Part1 Motives and Functions of a Business 1 The Goal of a Business Where the Profits Come From Profit as a Motive to Understand Business How the Profit Motive Is Influenced by the Government Nonprofit Businesses Decision Making: Decisions to Create a Business 2 Resources Used to Produce Products or Services Natural resources Human Resources Capital Entrepreneurship Decision Making: How to Use the Factors of Production 3 Key Stakeholders in a Business Owners Small Business Survey: Background of Owners Creditors Employees Suppliers Customers Summary of Key Stakeholders Decision Making: How Business Decisions Affect Stakeholders 4 The Business Environment Social Environment Industry Environment Economic Environment Global Environment Small Business Survey: How Business Owners Use Their Time Decision Making: Responding to the Business Environment 5 Key Types of Business Decisions How Business Decisions Affect Performance How Some Business Functions Enhance Decision Making Applying the Key Types of Decisions to a Single Business Results of Bad Business Decisions Decision Making: Integrating Business Functions College Health Club: Business Decisions at College Health Club Summary Key Terms Review & Critical Thinking Questions Discussion Questions It's Your Decision: Business Decisions at CHC Investment in a Business The Stock Market Game Case: How Yahoo! Created a Business Video Case: Burton Snowboards Internet Applications Dell's Secret to Success In - Text Study Guide Part 2 Business Ethics and Social Responsibility Part 3 Assessing Economic Conditions Answers to In - Text Study Guide Glossary

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