

<<人力资源管理>>

图书基本信息

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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

Career Prologue How to Make the Most of This Course How to Apply This Course to Your Career How to Maximize Your Chances of Success in Your Career

Part1 Motivating Employees 1 The Value of Motivation 2 Theories on Motivation Hawthorne Studies Maslow ' s Hierarchy of Needs Herzberg ' s Job Satisfaction Study McGregor ' s Theory X and Theory Y Theory Z Expectancy Self-Scoring Exercise : The Frazzle Factor Equity Theory Reinforcement Theory Motivational Guidelines Offered by Theories Decision Making : Determining How to Motivate Employees 3 Motivating Disgruntled Employees Decision Making : Motivating Disgruntled Employees 4 How Firms Can Enhance Job Satisfaction and Motivation Adequate Compensation Program Cross Functional Teamwork : Spreading Motivation across Business Functions Job Security Flexible Work Schedule Employee Involvement Programs Self-Scoring Exercise : Are You and Empowered Employee ?

Small Business Survey : Do Employees Want More Influence in Business Decisions ?

Firms That Achieve the Highest Job Satisfaction Level Global Business : Motivating Employees across Countries Decision Making : Increasing Job Satisfaction College Health Club : Motivating Employees at CHC Summary Key Terms Review & Critical Thinking Questions Discussion Questions It ' s Your Decision : Motivating Employees at CHC Investing in a Business Case : Using Motivation to Enhance Performance Video Case : Motivating Employees at Valassis Communications , Inc Internet Applications Dell ' s Secret to Success In-Text Study Guide

Part2 Hiring , Training , and Evaluating Employees Answers to In-Text Study Guide Glossary

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