

<<小企业管理与企业家精神精要>>

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前言

自2001年12月加入世界贸易组织以来，中国进一步加强了与世界各国的政治、经济、文化各方面的交流与合作，这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而，中国经济的发展正面临着前所未有的人才考验，在许多领域都面临着人才匮乏的问题，特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才，更是中国在未来国际竞争中取胜的决定性因素。

因此，制定和实施人才战略，培养大批优秀人才，是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士（MBA）1910年首创于美国哈佛大学，随后MBA教育历经百年风雨不断完善，取得了令世人瞩目的成绩。

如今，美国MBA教育已经为世界企业界所熟知，得到社会的广泛承认和高度评价。

MBA教育在我国虽起步较晚，但在过去十余年里，我国的MBA教育事业发展非常迅速，也取得了相当显著的成绩。

目前，国内的MBA教育市场呈现一片繁荣景象，但繁荣的背后却隐藏着种种亟待解决的问题。

其中一个就是教材的问题。

目前，国内市场上国外引进版教材在一定程度上还存在新旧好坏参差不齐的现象，这就需要读者在使用引进版教材时进行仔细的甄别。

北京大学出版社推出的《MBA精选教材·英文影印版》弥补了国内MBA教材市场的缺憾，给国内MBA教材市场注入了一股新鲜的血液。

全套丛书基本覆盖了北京大学MBA的主修课程。

包括：管理学、营销学、战略管理、管理信息系统、运作管理、人力资源管理、商务沟通、国际金融、金融管理、决策分析、货币银行学、会计学等。

另外，在十几门主课的基础上又增加了几门高级选修课程。

包括：国际会计学、组织行为学、投资学、商务学、财务报表解析、管理会计、管理沟通、商业伦理学、企业家精神等。

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内容概要

以表格等方式清晰地概括、总结了小企业管理中常用的方法和经常出现的问题，简洁而实用。

本版继续强调创建商业计划对成功创业的重要性。

其中，第二部分和第三部分关注于“创建商业计划”，第四部分介绍了如何“实施商业计划”。

正文中的“你作为咨询顾问”专栏、本版新增的“如何亲手实践”专栏使学生能够迅速将所学知识付诸实践。

附录中还提供了商业计划的样本。

本书网站（<http://www.prenhall.com/zimmerer/>）为读者提供了丰富的相关教学辅助材料。

畅销性：本书自问世以来，深受读者欢迎，被多所学校选做相关课程的教材，销售量一直居同类书籍前列。

适用性：本书适合用做MBA的“小企业管理”、“企业家精神”、“创业管理”及其他相关课程的教材。

也适合一切希望自己创业或了解小企业管理的人士。

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章节摘录

插图：Technological advances. With the help of modern business machines such as personal computers, laptop computers, fax machines, copiers, color printers, answering machines, and voice mail, even one person working at home can look like a big business. At one time, the high cost of such technological wizardry made it impossible for small businesses to compete with larger companies that could afford the hardware. Today, however, powerful computers and communication equipment are priced within the budgets of even the smallest businesses. Although entrepreneurs may not be able to manufacture heavy equipment in their spare bedrooms, they can run a service or information-based company from their homes very effectively and look like any Fortune 500 company to customers and clients. Independent lifestyle. Entrepreneurship fits the way Americans want to live—
—independent and self-sustaining. People want the freedom to choose where they live, the hours they work, and what they do. Although financial security remains an important goal for most entrepreneurs, many place top priority on lifestyle issues such as more time with family and friends, more leisure time, and more control over work-related stress. e-Commerce and the World Wide Web. The proliferation of the World Wide Web, the vast network that links computers around the globe via the Internet and opens up oceans of information to its users, has spawned thousands of entrepreneurial ventures since its beginning in 1993. Online commerce is growing rapidly (see Figure 1.4) , creating many opportunities for Web-savvy entrepreneurs. Travel services, computer hardware and software, books, music, videos, and consumer electronics are among the best-selling items on the Web, but entrepreneurs are learning that they can use this powerful tool to sell just about anything !

Approximately 57 percent of small businesses use the Internet for business-related purposes, and 70 percent have Web sites. Those that do have Web sites reap benefits quickly. The most commonly cited benefit of launching a Web site is additional customers; in fact, after launching a site, 41 percent of small companies reported an increase in sales. Fifty-five percent- of small companies with Web sites report that their sites are either breaking even or are earning a profit.⁴³ These "netpreneurs" are using their Web sites to connect with their existing customers and, ultimately, to attract new ones. "Small businesses that use the Web to market their products and services outperform those that don't" says an executive at Verizon, which sponsors an annual small business Internet survey. "The promise of the Internet is starting to pay off."

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