

<<现代管理学>>

图书基本信息

书名：<<现代管理学>>

13位ISBN编号：9787302031611

10位ISBN编号：7302031614

出版时间：1998-10

出版时间：清华大学出版社

作者：瑟头(美)

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<现代管理学>>

### 内容概要

现代管理学

(第七版)

本书作者系美国罗琳斯管理研究生院管理学教授。

这本《现代

管理学》(第七版)主要是用于美国管理院校本科学生的教材,现已在美国发行了近二十年。

该书分为管理导论、计划、组织、领

导、控制及其他相关专题六个部分,共二十三章,内容涉及管理学的理论、原则、方法及企业经营和运作方式等诸多方面。

书中每一

章开头配有引导案例,末尾附以案例研究。

除此之外,书中还有一

个七集综合案例,贯穿于全书六个部分。

该书的特点是结构严谨,层次清晰,逻辑性强。

全书六个部分、

二十三章联系紧密,颇有系统性。

作者注重理论联系实际,将管理原

理渗透于企业管理实际之中,通过大、小案例分析的方式启发学生独立思考,以增强学生分析问题和解决问题的能力。

课文部分和案例通

俗易懂,图文并茂,资料较新,适合学生及在职管理人员自学。

该书理论体系和主要内容基本上以美国和其他西方国家的国情为

基点,在理论深度上比较适合我国经济管理院校管理专业本科学生和企业在职管理人员作教材或教学参考资料。

<<现代管理学>>

书籍目录

1 MANAGEMENT  
AND MANAGEMENT CAREERS  
Video Case: Lands' End, Inc.-A Brief  
History

2 THE HISTORY OF MANAGEMENT

3 CORPORATE  
SOCIAL RESPONSIBIUTY  
AND BUSINESS ETHICS

4 MANAGINGIN  
THE GLOBAL ARENA  
Video Case: Doing Business Abroad  
the Lands'End Way 106

Part 2 PLANNING

5 ORGANIZAIIONAL OBJECTIVES

6 FUNDAMENTALS  
OF PLANNING

7 MAKING DECISIONS

8 STRATEGIC PLANNING

9 PLANSANDPLANNINGTOOLS  
Video Case: Planning in the Coming Home  
Division at Lands' End 222

Part 3 ORGANIZING

10 FUNDAMENTALS  
OF ORGANIZING

11 RESPONSIBIUTY,  
AUTHORITY, AND DELEGATION

12 MANAGING  
HUMAN RESOURCES

13 ORGANIZATIONAL  
CHANGE AND STRESS  
Video Case: Product Development at  
Lands' End: From a Functional  
to a Team Approach

PART4 INFLUENCING:  
FOUNDATIONS FOR LEADING

14 FUNDAMENTALS OF INFLUENCING  
AND COMMUNICATION 324

15 LEADERSHIP

16 MOTIVATION

17 GROUPS, TEAMS,  
AND CORPORATE CULTURE

18 UNDERSTANDING PEOPLE:  
ATTITUDES, PERCEPTION,  
ANDLEARNING 428  
Video Case: Lands' End: Controlling

<<现代管理学>>

a Much Envied Work Climate 450  
Part 5 CONTROLUNG  
19 PRINCIPLES OF CONTROUING  
20 PRODUCnON MANAGEMENT  
AND CONTROL  
21 INFORMATION  
AND TECHNOLOGY  
Video Case: Lands' End: Getting  
The Product Out to the Customer  
Part 6 TOPICS  
FOR SPECBAL EMPHASIS  
22 QUAUTY: BUILDING  
COMPETITIVE ORGANIZATIONS  
23 MANAGEMENT AND DIVERSTTY  
Video Case: Giving High Quality Customer  
Service: A Focal Point at Lands' End  
PartI INTRODUCTION  
TO MANAGEMENT  
1 MANAGEMENT  
AND MANAGEMENT CAREERS  
Introductory Case: Isiah Thomas: Player to Manager  
The Importance of Management  
The Management Task  
The RoleofManagement Defining  
Management The Management Process:  
Management Functions Management Process  
and Goal Attainment Management and  
Organizational Resources :  
The Universality of Management  
The Theory of Characteristics  
Management Careers  
A Definirion of Career Career Stages, Life  
Stages, and Performance Promodng Your Own  
Career Special Career Issues  
Special Features for the Remaining Chapters  
Spodights People Perspectives  
Cutting Edge  
Case Study: Chrysler's Top Gun  
Video Case: Lands' End, Inc.-A Brief History  
2 THEHISTORY  
OF MANAGEMENT  
Introductory Case: "Mickey's Kitchen" at The Disney  
Store  
The Classical Approach  
Lower-Level Management Analysis  
Global Spotlight: Delta Faucet Company  
Cutting Edge: Lewis Platt Develops Family-Friendly

<<现代管理学>>

Work Schedules at Hewlett-Packard Company  
 People Perspectives: "One Best Way" Considers People  
 and Technology at Courier Publications  
 Comprehensive Analysis of Management  
 Limitations of the Classical Approach  
 The Behavioral Approach  
 The Hawthorne Studies The Human Relations  
 Movement  
 The Management Science Approach  
 The Beginning of the Management Science  
 Approach  
 Management Science Today  
 Quality Spotlight: Baldrige Award Exemplifies  
 Quality  
 Characteristics of Management  
 The Contingency Approach  
 The System Approach  
 Types of Systems Systems and "Wholeness"  
 The Management System Information for  
 Management System Analysis  
 Case Study: "Chainsaw Al Dunlop": A New Breed of  
 Manager?  
 3 CORPORATE  
 SOCIAL RESPONSIBILITY  
 AND BUSINESS ETHICS  
 Introductory Case: Larami Corporation "Super Soaks"  
 Society?  
 Fundamentals of Social Responsibility  
 The Davis Model of Corporate Social Responsibility  
 Areas of Corporate Social Responsibility  
 Varying Opinions on Social Responsibility  
 Conclusions About the Performance of Social Re-  
 sponsibility Activities by Business  
 Global Spotlight: DuPont Protects the  
 Environment  
 People Perspectives: Anita Reddick Influences Body  
 Shop Employees by Communicating Her Position  
 on Social Responsibility  
 Social Responsiveness  
 Determining If a Social Responsibility Exists  
 Social Responsiveness and Decision Making  
 Approaches to Meeting Social Responsibilities  
 Diversity Spotlight: Social Responsiveness and the  
 Equal Opportunity Act at Opryland  
 Social Responsibility Activities and Management  
 Functions  
 Planning Social Responsibility Activities

<<现代管理学>>

Organizing Social Responsibility Activities  
 Influencing Individual Performance  
 Social Responsibility Activities  
 Controlling Social Responsibility Activities  
 How Society Can Help Business Meet Social Obligations  
 Business Ethics  
 A Definition of Ethics  
 Cutting Edge: The New Management Role Includes Practicing Ethics  
 Why Ethics Is a Vital Part of Management Practices  
 A Code of Ethics Creating an Ethical Workplace  
 Case Study: Dow Coming: A Question of Legality or Ethics?

4 MANAGING IN THE GLOBAL ARENA

Introductory Case: Basildon-Robbins Brings U.S. Ice Cream to Vietnam  
 Managing Across the Globe: Why?  
 Fundamentals of International Management  
 Categorizing Organizations by International Involvement  
 Defining the Multinational Corporation  
 Ethics Spotlight: U.S. Companies Send Hazardous Waste to Mexico  
 Complexities of Managing the Multinational Corporation  
 Risk and the Multinational Corporation  
 The Workforce of Multinational Corporations  
 People Perspectives: Helping Expatriates to Adjust  
 Management Functions and Multinational Corporations  
 Planning in Multinational Corporations  
 Organizing Multinational Corporations  
 Diversity Spotlight: European Organization Structures Are Becoming More Diverse  
 Influencing People in Multinational Corporations  
 Controlling Multinational Corporations  
 Transnational Organizations  
 Comparative Management: An Emphasis on Japanese Management  
 Defining Comparative Management Insights from Japanese Management Strategies  
 Cutting Edge: Japanese Managers May Have to Change Management Practices  
 Insights from Japanese Management Practices:

<<现代管理学>>

TheoryZ

Case Study: A Global Success Story

Video Case: Doing Business Abroad the Lands' End Way

PART 2 PLANNING

5 ORGANIZATIONAL

OBJECTIVES

Introductory Case: Entrepreneur Suffers Growing Pains at Arkansas Freightways

General Nature of Organizational Objectives

Definition of Organizational Objectives

Global Spotlight: Asea Brown Boveri Deddes on Global Objectives

Importance of Organizational Objectives

Types of Objectives in Organizations

Organizational Objectives Individual

Objectives Goal Integration

Areas for Organizational Objectives

Cutting Edge: Objectives Areas Most Related to Success of Modern Organizations

Working With Organizational Objectives

Establishing Organizational Objectives

Diversity Spotlight: Diversity: Objective for the Whole

Organization at the Department of Transportation 1

Guidelines for Establishing Quality Objectives

Guidelines for Making Objectives Operational

Attainment of Objectives How to Use

Objectives

Management by Objectives (MBO)

People Perspectives: Building Teamwork to Reach Objectives at Harley-Davidson

Factors Necessary for a Successful MBO Program

MBO Programs: Advantages and

Disadvantages

Case Study: The Atlanta Committee for the Olympic Games (ACOG): Setting Objectives for an Event and a City

6 FUNDAMENTALS

OF PLANNING

Introductory Case: DuPont Plans to Make Women's Clothes

General Characteristics of Planning

Defining Planning

People Perspectives: McDonald's Accomplishes Plans by Focusing on People

Purposes of Planning Planning: Advantages and Potential Disadvantages Primacy of Plan-

<<现代管理学>>

ning  
 Steps in the Planning Process  
 The Planning Subsystem  
 Elements of the Subsystem The Subsystem at  
 WoA  
 Planning and the Chief Executive  
 Final Responsibility Planning Assistance  
 The Planner  
 Qualifications of Planners  
 Cutting Edge: Employees Have Special Qualifications  
 for Flexibility Planning  
 Dudes of Planners Evaluation of Planners  
 Maximizing the Effectiveness of the Planning  
 Process  
 Top-Management Support  
 Ethics Spotlight: Top Management Supports  
 Environmental Protection Planning at Shell Oil  
 Company  
 An Effective and Efficient Planning Organization  
 145 Implementation-Focused Planning  
 Inclusion of the Right People  
 Quality Spotlight: Including the Right People  
 in Planning Enhances Quality at  
 Sun Microsystems  
 Case Study: Quaker Oats Focuses on a Planning  
 Problem  
**7 MAKING DECISIONS**  
 Introductory Case: Cadillac Decides Whether to Make  
 a Sport-Utility Vehicle  
 Fundamentals of Decisions  
 Definition of a Decision Types of  
 Decisions  
 Diversity Spotlight Nonprogrammed Decision at U.S.  
 Office of Personnel Includes a Focus on Severely  
 Disabled Workers  
 The Responsibility for Making Organizational  
 Decisions Elements of the Decision  
 Situation  
 Global Spotlight: Executives at United Technologies  
 Detect a Weakness among Japanese Decision  
 Makers  
 The Decision-Making Process  
 Identifying an Existing Problem Listing  
 Alternative Solutions Selecting the Most  
 Beneficial Alternative  
 Cutting Edge: Decision Alternatives Should Reflect Or-  
 ganizational Values



<<现代管理学>>

Implementing the Chosen Alternative  
 Gathering Problem-Related Feedback  
 People Perspectives: Decision at John Deere: Eliminate  
 Problems by Building Employee Investment  
 Decision-Making Companies  
 Complete Certainty Condition Complete  
 Uncertainty Condition Risk Condition  
 Decision-Making Tools  
 Probability Theory Decision Trees  
 Group Decision Making  
 Advantages and Disadvantages of Using Groups to  
 Make Decisions Processes for Making Group  
 Decisions  
 Case Study: The Decision to Change at General  
 Motors Corporation  
**8 STRATEGIC PLANNING**  
 Introductory Case: Sea World Plots a New Competitive  
 Course  
 Strategic Planning  
 Fundamentals of Strategic Planning  
 Cutting Edge: Competitive Advantage through a "People  
 Development" Strategy  
 Strategy Management  
 Ethics Spotlight: Quaker Oats Cashes in on  
 Fitness Fad  
 People Perspectives: Improving Dependent Care Builds  
 Job Commitment at Bankers Trust Company  
 Quality Spotlight: Lutheran General Health System's  
 Mission Emphasizes Quality  
 Tactical Planning  
 Comparing and Coordinating Strategic and Tactical  
 Planning  
 Planning and Levels of Management  
 Case Study. How New Strategies Could Make a  
 Difference at IBM  
**9 PLANS AND  
 PLANNING 10015**  
 Introductory Case: Fiat Plans Car Production  
 Plans  
 Plans: A Definition  
 Ethics Spotlight: Toyota Uses Philanthropy Plan to  
 Take Aim at General Motors  
 Dimensions of Plans Types of Plans  
 People Perspectives: Program at Wisconsin Power &  
 Light Builds Employee Motivation  
 Why Plans Fail Planning Areas: Input  
 Planning

<<现代管理学>>

Global Spotlight: Mezico as an Attractive Manufacturing Site  
 Cutting Edge: Choosing a Plant Site for Manufacturing  
 Network Potential  
 Planning Tool  
 Forecasting Scheduling  
 Case Study; Plans and Planning Tools  
 Video Case: Planning in the Coming Home Division at  
 Lands' End  
 Part 3 ORGANIZING  
 10 FUNDAMENTALS  
 OF ORGANIZING 226  
 Introductory Case: MCI Communications Organizes to  
 Be More Competitive  
 A Definition of Organizing  
 The Importance of Organizing The Organizing  
 Process The Organizing Subsystem  
 Classical Organizing Theory  
 Structure  
 People Perspectives: New Organization Chart at  
 Northrop Grumman Helps Managers Explain a Newly  
 Formed Organization  
 Global Spotlight: Crown Cork & Seal Company  
 Organizes by Territory to Boost International  
 Expansion  
 Division of Labor  
 Quality Spotlight: Mercedes-Benz Improves Coordination  
 to Improve Product Quality  
 Span of Management  
 Cutting Edge: Flatter Organizations and the New  
 Middle Managers of the 1990s  
 Scalar Relationships  
 Case Study: Three's a Company at AT&T 247  
 11 RESPONSIBILITY, AUTHORITY,  
 AND DELEGATION  
 Introductory Case: Famous Amos: The Organizing  
 Challenge  
 Responsibility  
 People Perspectives: Robert Stempel Needed to Know  
 His Job at General Motors  
 Dividing Job Activities Clarifying Job  
 Activities of Managers  
 Authority  
 Types of Authority  
 Ethics Spotlight: General Electric Staff Organizes  
 Renovation  
 Accountability

<<现代管理学>>

Diversity Spotlight: Proctor & Gamble's Managers  
Held Accountable for Advancement of Minorities  
Delegation

Steps in the Delegation Process Obstacles to  
the Delegation Process Eliminating Obstacles  
to the Delegation Process Centralization and  
Decentralization

Cutting Edge: Steele's Market Finds Advantages in  
Centralizing Bakery Functions

Case Study: Change Agents in Midstream

12 MANAGING

HUMAN RESOURCES

Introductory Case: Getting the Right People for United  
Airlines

Defining Appropriate Human Resources

Steps in Providing Human Resources

Recruitment

People Perspectives: NationsBank Helps Women  
Employees with Child Care

Selection

Global Spotlight: Compaq Computer Company's  
International Selection Slip-Ups

Training

Cutting Edge: Lifelong Learning at Motorola

Quality Spotlight: Aetna Life & Casualty Company  
Trains via TV

Performance Appraisal

Case Study: Why CEOs Are Looking at CEOs

13 ORGANIZATIONAL

CHANGE AND STRESS

Introductory Case: Michael Dell Faces Constant  
Change at Dell Computer Corporation

Fundamentals of Changing an Organization

Defining "Changing an Organization"

Change versus Stability

Factors to Consider When Changing  
an Organization

The Change Agent Determining What  
Should Be Changed

Ethics Spotlight: Attitude Change Is the Key to  
Establishing a Socially Responsible Position on Job  
Safety at Sonoco

The Kind of Change to Make

Diversity Spotlight: McDonald's Corporation Is  
Changing the Way Employees Think about Disabled  
Workers

People Perspectives: Lee Kun-Hee Emphasizes People

<<现代管理学>>

While Making a Strategic Change at Samsung  
Individuals Affected by the Change  
Evaluation of Change  
Change and Stress  
Defining Stress The Importance of Studying  
Stress  
Cutting Edge: Dr. Raymond Bahr Gives Advice on  
How to Derail Heart Attacks  
Managing Stress in Organizations  
Case Study. Layoffs-The Cost of Doing Business  
Video Case: Product Development at Lands' End:  
From a Functional to a Team Approach  
Part 4 INFLUENCING  
14 FUNDAMENTALS  
OF INFLUENCING  
AND COMMUNICATION  
Introductory Case: Eaton Managers Concentrate on In-  
fluencing People  
Fundamentals of Influencing  
Defining Influencing The Influencing  
Subsystem  
People Perspectives: The U.S. Army Teaches Leader-  
ship by Teaching Communication  
Communication  
Interpersonal Communication  
Global Spotlight Compression Labs Sends Messages  
via Videoconferencing  
Interpersonal Communication in Organizations  
Cutting Edge: Communicating with Customers  
at Intel  
Quality Spotlight: Enhanced Formal Communication  
Contributes to Improving Quality at Holiday Inn  
Case Study: Communication Services at Chick-fil-A  
Restaurants  
15 LEADERSHIP  
Introductory Case: Eisner's Leadership Challenge at  
Disney's New Wild Animal Kingdom  
Defining Leadership  
Leader versus Manager  
The Trait Approach to Leadership  
The Situational Approach to Leadership: A Focus on  
Leader Behavior  
Leadership Situations and Decisions  
Ethics Spotlight: Leader of NBC News Resigns over  
Ethical Debacle  
Leadership Behaviors  
Leadership Today

<<现代管理学>>

People Perspectives: Robert Eaton Gets People In-  
 volved at Chrysler  
 Transformational Leadership Coaching  
 Superleadership Entrepreneurial Leadership  
 Cutting Edge: Leader Patricia Gallup Doesn't Forget  
 Recognition of Follower Efforts  
 Current Topics in Leadership  
 Substitutes for Leadership Women As Leaders  
 Ways Women Lead  
 Diversity Spotlight: For James G. Kaiser of Corning,  
 Being Employee-Centered Includes a Focus on  
 Diversity  
 Case Study: Come Fly the Turbulent Slides  
 16 MOTIVATION  
 Introductory Case: American Greedings Motivates  
 through Lateral Moves  
 The Motivation Process  
 Defining Motivation Process Theories of  
 Motivation  
 Cutting Edge: Blimp Rides Used as Rewards for Out-  
 standing Performance  
 Content Theories of Motivation: Human Needs  
 Global Spotlight: Maslow's Hierarchy and Japanese,  
 Chinese, and U.S. Workers  
 Motivating Organization Members  
 The Importance of Motivating Organization  
 Members Strategies for Motivating  
 Organization Members  
 Quality Spotlight: Apple Computer's Job Enrichment  
 Excels  
 People Perspectives: Job Satisfaction Is a More  
 Powerful Motivator Than Money at Microsoft  
 Case Study: Why Bart Simpson Flies Western Pacific  
 Airlines  
 17 GROUPS, TEAMS,  
 AND CORPORATE CULTURE  
 Introductory Case: Groups Are Important to Progress  
 at Rolls-Royce  
 Groups  
 Kinds of Groups in Organizations Formal  
 Groups  
 Diversity Spotlight: Managing a Diverse Salesforce  
 Takes Special Insight at Equitable  
 Ethics Spotlight: Calvary Hospital Forms Ethics  
 Committees  
 Informal Groups  
 Managing Work Groups

<<现代管理学>>

Detennining Group Existence Understanding  
 the Evoludon of Informal Groups  
 Teams  
 Groups versus Teams  
 Cutting Edge: The Virtual Team-A New Type of  
 Team in Orgamzations  
 Types of Teams in Organizations  
 People Perspecdves: Managers Must Empower Work  
 Teams  
 Stages of Team Development Team  
 Effectiveness Trust and Effective Teams  
 Corporate Culture  
 The Significance of Corporate Culture  
 Case Study: Whose Tum Is It to Polish the Apple?  
 18 UNDERSTANDING PEOPLE:  
 ATTITUDES, PERCEPTION,  
 AND LEARNING  
 Introductory Case: Reviving Workplace Attitudes  
 What Are Attitndes?  
 How Beliefs and Values Create Atdtude  
 Attitudes and Behavior  
 People Perspectives: Changing Attitudes toward  
 Surveys  
 Quality Spotlight: Nucor Steel  
 Cutdng Edge: We Hire Attitudes!  
 Perception  
 Perception and the Perceptual Process  
 Attribution Theory: Interprering the Behavior of  
 Others 439  
 Perceptual Distortions  
 Contents  
 Global Spodight: The Wide, Wide World of Cultural  
 Perceptions  
 Perceptions of Procedural Justice  
 Learning  
 Learning Strategies  
 Case Study: Sending the Wrong Signal  
 Video Case: Lands' End: Controlling a Much Envied  
 Work Climate  
 Part 5 CONTROLLING  
 19 PRINCIPLESOF  
 CONTROLLING  
 Introductory Case: Controlling at Polaroid  
 The Fundamentals of Controllmg  
 Defining Control Defining Cmtrolling  
 Global Spotlight: Controlling Finances at Euro  
 Disneyland

<<现代管理学>>

People Perspectives: Toyota Takes Corrective Action  
by Changing Its President  
Types of Control  
Cutting Edge: Ford Uses Virtual Reality as a Feedback  
Control Tool  
Diversity Spotlight: Feedback Control Induces  
Cosmetics Industry to Develop New Products for  
Diverse Population Segments  
The Controller and Control  
The Job of the Controller How Much  
Control Is Needed?  
Power and Control  
A Definition of Power Total Power of a  
Manager Steps for Increasing Total  
Power  
Performing the Control Function  
Potential Barriers to Successful Controlling  
Making Controlling Successful  
Case Study: Who Killed Barings Bank?  
20 PRODUCTION  
MANAGEMENT AND CONTROL  
Introductory Case: The Quick Turn at USAir  
Production  
Defining Production  
Cutting Edge: Chrysler Uses Teams to Speed Up  
Production Process  
Productivity  
People Perspectives: Characteristics of Japanese  
Employment Motivate Workers to Improve  
Productivity  
Quality and Productivity  
Quality Spotlight: Focusing on Quality at Adidas  
USA  
Automation Strategies, Systems, and Processes  
Operations Management  
Defining Operations Management  
Operations Management Considerations  
Ethics Spotlight: Firestone Exits LaVergne  
Operations Control  
Just-in-Time Inventory Control Maintenance  
Control Cost Control Budgetary  
Control Ratio Analysis Materials  
Control  
Selected Operations Control Tools  
Using Control Tools to Control Organizations  
Inspection Management by Exception  
Management by Objectives Breakeven

<<现代管理学>>

Analysis Other Broad Operations Control

Tools :

Case Study: Sun Also Rises

21 INFORMATION

AND TECHNOLOGY

Introductory Case: Sam Walton Taught Others at Wal-Mart to Use Information

Essentials of Informarion

Factors Influencing the Value of Information

Information Appropriateness Information

Quality Information Timeliness

Information Quantity Evaluating

Information

The Management Information System (MIS)

Global Spodight: Pohang Iron & Steel Company

Needs a Complex MIS

Describing the MIS

Diversity Spotlight: Target's MIS Focuses on Hispanic Workers

Establishing an MIS

Information Technology

Computer Assistance in Using Information

The Management Decision Support System (MDSS)

Computer Networks

People Perspectives: People Are the Key to Making the Network Work at Arthur Andersen

The Local Area Network The Internet

Cutting Edge: Dell Computer Company Surfs the Internet to Service Customers and Build Its Image

Case Study: The Internet Becomes a Technological Battlefield

Video Case: Lands' End: Getting The Product Out to the Customer

Part 6 TOPICS

FOR SPECIAL EMPHASIS

22 QUAUTY: BUILDING

COMPmNVE ORGANIZATIONS

Introductory Case: IOMEGA Corporation: Success Built OD Condtinuuous Improvement

Fundamentals of Quality :

Defining Total Quality Management

Quality Spotlight: "Quality isJob 1" at Ford

The Importance of Quality Established

Quality Awards Achieving Quality

Ethics Spotlight: American Marketing Association



<<现代管理学>>

Promotes "Zero Defects" Ethics  
 Cutting Edge: The Shingo Prize for Excellence in Manufacturing  
 Quality Through Strategic Planning  
 Environmental Analysis and Quality  
 Establishing Organizational Direction and Quality  
 551 Strategy Formulation and Quality  
 Strategy Implementation and Quality  
 Strategic Control and Quality  
 The Quality Improvement Process  
 The Incremental Improvement Process  
 People Perspectives: Keeping People Involved in Incremental Improvement: Bearings, Inc.  
 Reengineering Improvements  
 Case Study: Total Quality Management Learning to Make It Work  
 23 MANAGEMENT AND DIVERSITY  
 Introductory Case: Ortho Pharmaceutical: "Showcase" for Cultural Diversity  
 Defining Diversity  
 The Social Implications of Diversity  
 Advantages of Diversity in Organizations  
 Gaining and Keeping Market Share  
 People Perspectives: The Bank of Montreal Encourages Minority Workers to Maximize Potential: Gaining Advantage with Customers  
 Cost Savings Increased Productivity and Innovation Better-Quality Management :  
 Diversity Spotlight: General Electric Values Global Sensitivity  
 Challenges That Managers Face in Working With Diverse Populations  
 Changing Demographics  
 Global Spotlight: AT&T Connects the World  
 Ethnocentrism and Other Negative Dynamics  
 Negative Dynamics and Specific Groups  
 Cutting Edge: Study Shows that Older Workers Are Valuable  
 Strategies for Promoting Diversity in Organizations  
 Workforce 2000 Equal Employment and Affirmative Action Organizational Commitment to Diversity Pluralism  
 The Role of the Manager  
 Management Development and Diversity Training

Case Study: Levi Strauss: Valuing Diversity

Video Case: Giving High Quality Customer Service:

A Focal Point at Lands' End

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>