

<<商务学导论>>

图书基本信息

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作者：（美）尼克尔斯，（美）麦克休 著

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内容概要

《商务学导论(第9版)(英文版)》多年来在美国始终是首选的商务学入门教材,几位作者凭借自己丰富的教学经验,并广泛听取来自400多名学者以及众多学生的建议和意见,对其不断进行完善。本书无论是在提供最翔实的商务学基础知识,还是让学生能够接触到真实的企业问题方面,都是做得最好的。

《商务学导论(第9版)(英文版)》内容全面,角度新颖,适用对象广,实践指导意义强,既适合作为高等院校相关专业的教科书,也可作为内容全面的学科参考手册供相关领域的管理人员和研究人员使用。

作者简介

作者：(美国)尼克尔斯(William G. Nickels) (美国)麦克休(Susan M. McHugh) (美国)麦克休 (James M. McHugh) Bill Nickels is professor emeritus of business at the University of Maryland, College Park. He has over 35 years' experience teaching graduate and undergraduate business courses, including introductory courses in business, marketing, and promotion. He has won the Outstanding Teacher on Campus Award four times and was nominated for the award many other times. He received his M.B.A. degree from Western Reserve University and his Ph.D. from The Ohio State University. He has written a marketing communications text and two marketing principles texts in addition to many articles in business publications. He has taught many seminars to business-people on subjects like power communications, marketing, nonbusiness marketing, and stress and life management. His son, Joel, is a Professor of English at the University of Miami (Florida) . Jim McHugh holds an M.B.A. degree from Lindenwood University and has had broad experience in education, business, and government. As chairman of the Business and Economics Department of St. Louis Community College/Forest Park, Jim coordinated and directed the development of the business curriculum. In addition to teaching several sections of Introduction to Business each semester for nearly 30 years, Jim taught in the marketing and management areas at both the undergraduate and graduate levels. Jim enjoys conducting business seminars and consulting with small and large businesses. He is actively involved in the public service sector and served as chief of staff to the St. Louis County Executive. Susan McHugh is a learning specialist with extensive training and experience in adult learning and curriculum development. She holds an M.Ed. Degree from the University of Missouri and completed her coursework for a Ph.D. in education administration with a specialty in adult learning theory. As a professional curriculum developer, she has directed numerous curriculum projects and educator training programs. She has worked in the public and private sectors as a consultant in training and employee development. While Jim and Susan treasure their participation in the Understanding Business project, their greatest accomplishment is their collaboration on their three children, Casey, Molly, and Michael, who have all grown up regarding the text as a fourth sibling. Casey is carrying on the family's teaching tradition as an adjunct professor at Washington University. Molly and Michael offered to express their appreciation for all the tuition bills Understanding Business helped pay by working on several supplementary materials for the new edition.

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章节摘录

版权页：插图： USING THIS COURSE TO PREPARE FOR YOUR CAREER One of the objectives of this class, and this book, is to help you choose an area in which you might enjoy working and have a good chance to succeed. You'll learn about economics, global business, ethics, entrepreneurship, management, marketing, accounting, finance, and more. At the end of the course, you should have a much better idea which careers would be best for you and which you would not enjoy. But you don't have to be in business to use business principles. You can use marketing principles to get a job and to sell your ideas to others. You can use your knowledge of investments to make money in the stock market. You'll use your management skills and general business knowledge wherever you go and in whatever career you pursue--including government agencies, charities, and social causes. ASSESSING YOUR SKILLS AND PERSONALITY The earlier you can do a personal assessment of your interests, skills, and values, the better it can help you find career direction. Hundreds of schools use software exercises like the System for Interactive Guidance and Information (SIGI) and DISCOVER to offer self-assessment exercises, personalized lists of occupations based on your interests and skills, and information about different careers and the preparation each requires. Visit your college's placement center, career lab, or library soon and learn what programs are available for you. Even if you're a returning student, an assessment of your skills will help you choose the right courses and career path to follow next. Self-assessment will help you determine the kind of work environment you'd prefer (technical, social service, or business); what values you seek to fulfill in a career (security, variety, or independence); what abilities you have (creative/artistic, numerical, or sales); and what job characteristics matter to you (income, travel, or amount of job pressure versus free time).

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