

<<人力资源管理>>

图书基本信息

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前言

The 15th edition of Essential of Human Resource Management will place your students at the forefront in understanding how organizations can gain a sustainable competitive advantage through people . The role of HR managers is no longer limited to service functions such as recruiting and selecting employees . Today , HR managers assume an active role in the strategic planning and decision making within their organizations. Meeting challenges head-on and using human resources effectively are critical to the SUCCESS of any work organization+In this edition of the book , weve made improvements that make these points even more strongly .

## <<人力资源管理>>

### 内容概要

本书充分考虑了人力资源管理所面临的多样化的环境，全面涉及了人力资源管理实践中出现的新问题，加入了最新的企业案例和HRM实训。本书通过一体化学习系统创造了一个全面的教学和测试体系，可以帮助您理解和吸收所提供的资料。

总之，本书将帮助您理解“组织如何通过对人的使用来获得持续的竞争优势”这一前沿课题，更好地了解人力资源计划的功能性和实践性，从而使您真正理解人力资源如何影响全体雇员、组织、社区和更大的社会。

#### 作者简介

斯科特·斯内尔(Scott Snell) 弗吉尼亚大学达顿商学院的工商管理教授，在领导与组织领域从事教学工作，尤其擅长讲授战略人力资源管理。

近年来，他曾在American Express、AstraZeneca、CIGNA、Deutsche Telekom、Heineken、Shell和the World Bank等从事过人力资源和战略

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书籍目录

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## 章节摘录

By partnering with firms in other regions of the world and using information technology to coordinate distant parts of their businesses, companies have shown that they can offer customers "anything, anytime, anywhere" around the world. Even well-known products are losing or have lost their national identities. BMW has traditionally been a German brand, but now the automaker builds cars in Spartanburg, South Carolina. In 2008, In Be, a Belgian firm, purchased the U.S. beer company Anheuser Busch. Miller Brewing Company, headquartered in Milwaukee, Wisconsin, is owned by a foreign firm as well, having been purchased by South African Breweries in 2002.<sup>5</sup> But globalization is not of interest only to large firms. While estimates vary widely, approximately 70 to 85 percent of the U.S. economy today is affected by international competition. Even small companies partner with organizations in other countries. For example, Spring Hill Greenhouses in Lodi, Ohio, partners with florists through associations such as FTD and Teleflora to work with growers in Holland (tulips and lilies) and Colombia (roses) to serve customers around the world.

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