

<<管理>>

图书基本信息

书名：<<管理>>

13位ISBN编号：9787115153784

10位ISBN编号：7115153787

出版时间：2007-1

出版时间：人民邮电出版社

作者：杰夫·马杜拉

页数：132

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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

Part 1 Managing Effectively 1 Levels of Management Decision Making:Interaction among Management Layers 2 Functions of Managers Planning Cross Functional Teamwork:Interaction of Functions to Achieve the Strategic Plan Organizing Leading Global Business:Conflicts with the Goal of a Multinational Corporation Controlling Global Business:Leadership Styles for Global Business Integration of Management Functions Use of Technology and Software to Improve Management Functions Software to Improve Management Functions Decision Making:Using Managerial Functions to Make Decisions 3 Managerial Skills Conceptual Skills Interpersonal Skills Technical Skills Decision-Making Skills Summary of Management Skills Decision Making:Determining the Required Management Skills 4 How Managers Manage Time Set Proper Priorities Schedule Long Time Intervals for Large Tasks Minimize Interruptions Small Business Survey:How Managers Run Meetings Efficiently Set Short-Term Goals Delegate Some Tasks to Employees Decision Making:How to Manage Time to Complete a Project College Health Club:Planning at CHC Summary Key Terms Review & Critical Thinking Questions Discussion Questions College Health club:Managing at CHC Investing in a Business Case:Applying Management Skills Video Case:Managing at Caribou Coffee Internet Applications Dell's Secret to Success In-Text Study GuidePart 2 Organizational Structure 5 Purpose and Types of Organizational Structure 6 Accountability in an Organizational Structure 7 Distributing Authority among the Job Positions 8 Structures That Allow More Employee Input 9 Methods of Departmentalizing TasksPart 3 Improving Productivity and QUALITY 10 Resources Used for the Production Process 11 Selecting a Site 12 Selecting the Design and Layout 13 Production Control 14 Methods to Improve Production EfficiencySummaryKey TermsReview & Critical Thinking QuestionsDiscussion QuestionsIt's Your Decision:ProductionDecisions at CHCInvesting in a BusinessCase:Selecting the Best Plant SiteVideo Case:Quality Control at CanondaleInternet ApplicationsDell's Secret to SuccessIn-Text Study GuideAnswers to In-Text Study GuideGlossary

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