

图书基本信息

书名：<<管理专业英语/21世纪工商管理课程系列教材>>

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## 前言

本书编者根据管理专业人才培养的要求，基于长期从事管理专业英语教学的经验，在课文材料的选取上，既选编了反映当前管理专业发展前沿的文章，又考虑了对各管理职能领域的一般原理的介绍，因此，本书内容涵盖面宽，专业词汇丰富。

本书每章都有专业词汇及其疑点、难点的讲解和注释，还配有各种练习，特色鲜明。

因此，本书既可作为大学本、专科学生专业英语教材和参考书，亦可作为各类管理者学习管理方面的英语词汇和英语表达方式的阅读材料。

本书由秦远建担任主编。

参加本书编写的有：阎铭、袁付礼、朱新艳、朱俊、Mutayabarwa、Caroline Kalebo、Magere、Ritha Jane、Hussien、AliAhmed、熊昕、马点明、秦远建。

全书由秦远建确定结构框架并进行了总纂。

本书的编写与出版，得到了武汉理工大学出版社的大力支持，籍此，表示衷心感谢。

由于本书编写的难度较大，以及作者水平有限，书中缺点和不妥之处在所难免，敬请读者不吝指教。

## 内容概要

《21世纪工商管理课程系列教材：管理专业英语》编者根据管理专业人才培养的要求，基于长期从事管理专业英语教学的经验，在课文材料的选取上，既选编了反映当前管理专业发展前沿的文章，又考虑了对各管理职能领域的一般原理的介绍，因此，《21世纪工商管理课程系列教材：管理专业英语》内容涵盖面宽，专业词汇丰富。

《21世纪工商管理课程系列教材：管理专业英语》每章都有专业词汇及其疑点、难点的讲解和注释，还配有各种练习，特色鲜明。因此，《21世纪工商管理课程系列教材：管理专业英语》既可作为大学本、专科学生专业英语教材和参考书，亦可作为各类管理者学习管理方面的英语词汇和英语表达方式的阅读材料。

书籍目录

CHAPTER 1 PRINCIPLES OF MANAGEMENT  
CHAPTER 2 STRATEGIC MANAGEMENT  
CHAPTER 3 THE MARKETING MIX  
CHAPTER 4 SUSTAINING COMPETITIVE ADVANTAGE OVER THE PRODUCT LIFE CYCLE  
CHAPTER 5 SCHEDULING AUTOMATED ASSEMBLY SYSTEMS  
CHAPTER 6 SCHEDULING TECHNIQUES : A COMPARISON OF LOGIC  
CHAPTER 7 QUALITY AND TOTAL QUALITY MANAGEMENT  
CHAPTER 8 THE “ SIX SIGMA PHENOMENA ” -OLD OR NEW PERCEPTION OF QUALITY ?  
CHAPTER 9 THE IMPORTANCE OF RELIABILITY AND CUSTOMIZATION FROM GOODS TO SERVICES  
CHAPTER 10 SUPPLY CHAIN  
CHAPTER 11 ENTERPRISE RESOURCE PLANNING  
CHAPTER 12 MATERIAL REQUIREMENTS PLANNING  
CHAPTER 13 MANAGERIAL ECONOMICS AND ECONOMIC THEORY  
CHAPTER 14 ENGINEERING ECONOMY  
CHAPTER 15 DECISION MAKING  
CHAPTER 16 THE GOAL OF FINANCIAL MANAGEMENT  
CHAPTER 17 REWARDS AND PERFORMANCE INCENTIVES  
CHAPTER 18 CONTEXTUAL DIVERSITY FOR THE ROLE AND PRACTICE OF HR  
CHAPTER 19 THE PSYCHODYNAMIC VIEW ON ORGANIZATIONAL BEHAVIOR  
CHAPTER 20 THE POWER OF TEAMWORK-FACT OR FICTION ?  
CHAPTER 21 THE CHALLENGE FOR CORPORATE GOVERNANCE POSED BY FINANCIAL INNOVATION  
CHAPTER 22 MANAGING CULTURE  
REFERENCES

章节摘录

The Role of Business Research in the Decision-making Process      The Nature of Decision Making

Decisions are made by everybody , every day. What do I do today ?

Should I leave , or should I stay ?

Some decisions are explicit , and some are implicit. By inaction , you have made a decision. In other words , success largely depends on what you do and how you do ( Of course , a bit of luck in the lottery helps , but that also entail a decision ) . The necessity of making decisions often seems to be the only constant of managerial action ; the process , the environment , the individual , and the organization seem to change continually.

Furthermore , the diversity of decision-making activities in organizations is boundless. The same decision maker may use different decision styles at different times ; different makers may not use the same decision style to reach a decision for a particular situation. For example , imagine two managers in an organization , each with a separate problem. One manager must make a decision whether or not to enter a foreign market with a new product ; the other must decide how much raw material to order from a particular supplier. Each decision has a different degree of complexity different informational requirements , and a different time frame.

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