

<<管理经济学基础>>

图书基本信息

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## 前言

自教育部在《关于加强高等学校本科教学工作提高教学质量的若干意见》【教高(2001)4号】中提出双语教学的要求后,各地高校相继开设了一系列双语教学课程。

这对提高学生的学科和外语水平,开阔国际视野,培养创新型人才起到了重要的作用;一大批教师也逐渐熟悉了外文授课,自身的教学水平和能力得到较大提高,具备国际学术思维的中青年教师脱颖而出。

同时,经过近几年的双语教学实践,国外原版教材量大、逻辑不够清晰、疏离中国现实等问题也影响了双语教学的效果。

因此,对外版教材进行本土化的精简改编,使之更加适合我国的双语教学已提上教材建设日程。

为了满足高等学校经济管理类双语课程本土化教学的需要,在教育部高等教育司的指导和帮助下,高等教育出版社同Thomson Learning等国外著名出版公司通力合作,在国内首次推出了金融、会计、经济学等专业的英文原版改编教材。

本套教材的遴选、改编和出版严格遵循了以下几个原则:1. 择优选取权威的新版本。

在各专业选书论证会上,我们要求入选改编的教材不仅是在国际上多次再版的经典之作的最新版本,而且是近年来已在国内被试用的优秀教材。

2. 改编后的教材力求内容规范简明,逻辑更加清晰,语言原汁原味,适合中国的双语教学。

选择的改编人既熟悉原版教材内容又具有本书或本门课程双语教学的经验;在改编过程中,高等教育出版社组织了知名专家学者召开了数次改编和审稿会议,改编稿征求了众多教师的意见。

3. 改编后的教材配有较丰富的辅助教学支持资源,教师可在网上免费获取。

同时,改编后的教材厚度适中,定价标准较低。

、由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

此次英文改编教材的出版,得到了很多专家学者的支持和帮助,在此深表谢意!

我们期待这批英文改编教材的出版能对我国经济管理类专业的教学能有所帮助,欢迎广大读者给我们提出宝贵的意见和建议。

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### 内容概要

本书全面系统阐述了管理经济学的基本理论、优化方法和决策实践，同时根据信息经济、世界经济全球化、技术发展迅速等一系列经济环境的变化，增添了大量新的内容，以适应企业管理实际决策的要求，本书把厂商视为一个内在的统一体，在此基础上构建一个基本的价值模型，把企业的会计、财务、营销、人事、生产等加以整合，这种整合研究方法表现出作者突出理论前沿、贴近管理决策与实践的写作宗旨。

本书面向读者需要，可读性极强，适于经济和管理各专业的本科生和研究生作为教材阅读，也适用于各类企业、部门管理干部为增加专业知识和提高管理决策水平而自学学习。

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