

<<MBA专业英语及案例教程>>

图书基本信息

书名：<<MBA专业英语及案例教程>>

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作者：李学伟

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内容概要

内容简介

本书为工商管理硕士研究生（MBA）专业英语及课堂案例分析的参考教材，内容涉及该专业的各个方面或领域的基本内容、论题、案例材料和练习等，目的在于加强研究生在MBA专业方面的英语案例分析、读写及口语交流能力，以适应目前国内外学术交流与社会发展对专业英语能力的需要，以及培养运用英语进行案例分析的实践能力；内容主要包括企业战略管理、国际贸易战略、管理科学与工程、市场营销策略、经济与发展、金融业务简介、信息系统管理、会计基本常识、系统工程概论和人力资源开发管理等方面的典型专业词汇、论题及案例材料等。

该教材为MBA学生专业英语及案例教材，也可供工商、企业、管理类工程技术人员、干部和相关专业教师参考。

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(管理科学解题模型)

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1. Linear Programming Model (with a Case Incident) (线性规划模型及案例)

2. What is Organizational Behavior (with a Case Incident) (什么是组织行为学)

3. Open Access to Infrastructure Capacity: the Gateway to Competitive Markets

(A Case from Swedish Railway) (开放基础设施通往竞争市场的大门)

4. Turning Technical Groups into High performance Teams (an Organizational Case)

(实现从技术组织向高执行小组的转变)

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(合资企业体制与事物管理)

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4. National Income (国民收入)

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3. Performance Evaluation (表现评估)

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4. Determining the Labor Supply (确定劳力供应)
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1. Professional Words and Phrases (专业词汇与词组)
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 2. Is the Asian Crisis Over?
(亚洲经济危机过去了吗?)
 3. Mergers and Acquisitions in State Enterprises: Expectancies and Deviations
(国有企业的兼并重组: 期望与偏差)
 4. Strategic Management and Strategic Planning (战略管理和战略规划)
 5. The Big Power of Little Ideas (小主意办大事)
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 2. Text Basic Concept of Marketing (营销基本概念)
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 2. Urban Public Transport: from Regulation and Monopoly to Deregulation and Competition
(城市公共交通: 从管制和垄断走向放松管制与竞争)
 3. Achieving the Sale and Keeping the Customers (获取销售量与争取顾客)
 4. Evaluating Markets and Forecasting Sales (市场评估与销售预测)
 5. Placing (分销)
- UNIT SIX Management Information Systems
管理信息系统
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 2. The System Development Process (系统的开发过程)
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 4. Managing Information Systems: Three Key Principles for General Managers
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5.TheInformationSociety - theEUFramework (信息社会 欧盟体制)

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2.MoneyMarket (货币市场)

3.CapitalMarket (资本市场)

4ForeignExchangeRisk (外汇风险)

5.Leasing (租赁)

UNITEIGHT InternationalTradeandStrategies

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2.TheFinanceofInternationalTrade (国际贸易金融)

3.ImprovingTradingProcesswithEDI (用EDI改进交易过程)

4.HowUSBusinessmenMakeForeignInvestmentDecisions

(美国商人是如何进行国外投资决策的)

5.SettingofTradeDisputes (解决贸易争端)

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2.TheConventionsofContemporaryAccounting (现代会计惯例)

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4.CostAccounting (成本会计)

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(智能交通系统简介)

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2. Successful Business Systems Engineering (成功的商业系统工程)

3. Sustainable Transport and Economic Development (可持续交通与经济发展)

4. The Development of Transportation Systems (交通系统的发展)

5. Learning Engineering Economy (工程经济学习)

参考文献

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