

<<管理学--英文>>

图书基本信息

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<<管理学--英文>>

内容概要

内容提要

该书是一本融管理理论、方法技能和具体管理实践于一体的教材。

全书共分

部分二十章。

第一部分（共两章）主要介绍管理和管理者（经理）的基本概念，以管理理论和管理实践的演变过程。

第二部分（共四章）阐述了管理者（经理）所面临的形势和任务，其中包括组织环境和文化对管理的制约、全球化过程中的管理社会责任和管理道德以及决策问题。

第三部分至第六部分分别阐述管理的四大主要职能：计划、组织、领导、控制。

在这四种职能中，作者特别强调领导职能，分别从组织学习、团队活动、员工激励、领导、交流与沟通等方面对领导职能进行了论述。

在计划职能中，作者特别重视战略计划和管理；在组织职能中，作者强调了人力资源管理；在控制职能中，特别强调了运作管理。

该书结构紧凑，内容丰富，且提供了大量实例，例如该书提供了十位与众不同经理，每章后都有各种问题、自我测评练习、应用案例等。

这无疑使正文中的理论

充满了生命活力，也使学生能通过不同的途径把握管理理论与方法。

对于初学著来说

该书的确是一部极好的教材。

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