

<<管理学>>

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内容概要

本书由美国著名管理学家斯蒂芬·p.罗宾斯教授撰写，是西方经典的管理学教材，被欧美大多数商学院选为指定教材或推荐参考书。

本书以管理过程为主线，分别阐述了管理的四大职能：计划、组织、领导与控制。

管理是一门动态的学科，因此本书坚持以应用为导向，并不断引入前沿话题，反映了最新的管理思想和管理界的最新趋势。

本书结构清晰，语言生动，博采众长，不仅提供了大量的应用案例，而且荟萃了众多学者的研究成果。

同时，作者还颇具匠心设计了多个实用性很强的专栏和练习，帮助读者掌握所学内容。

对于高校学生和企业管理者，本书均是一部极好的教材或参考书。

作者简介

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美国圣迭戈州立大学荣誉教授，管理学与组织行为学领域全球最畅销教材的作者，其著作在全美超过1000所大学中广泛使用，并被翻译为16种语言。

罗宾斯博士长期从事管理学和组织行为学研究，他撰写的教科书中最著名的有《管理学》《组织行为学》《组织行为学精要》《人际技能培训》等。

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章节摘录

版权页：插图： The other two concepts-social responsiveness and social responsibility-reflect the socioeconomic view, which says that managers' social responsibilities go beyond making profits to include protecting and improving society's welfare. This view is based on the belief that corporations are not independent entities responsible only to stockholders but have an obligation to the larger society. Organizations around the world have embraced this view, as shown by a recent survey of global executives in which 84 percent said that companies must balance obligations to shareholders with obligations to the public good.⁵ But how do these two concepts differ? Social responsiveness means that a company engages in social actions in response to some popular social need. Managers in these companies are guided by social norms and values and make practical, market-oriented decisions about their actions. For instance, managers at American Express Company identified three themes-community service, cultural heritage, and leaders for tomorrow-to guide it in deciding which worldwide projects and organizations to support. By making these choices, managers "responded" to what they felt were important social needs." A socially responsible organization views things differently. It goes beyond what it's obligated to do or chooses to do because of some popular social need and does what it can to help improve society because it's the right thing to do. We define social responsibility as a business's intention, beyond its legal and economic obligations, to do the right things and act in ways that are good for society.⁸ Our definition assumes that a business obeys the law and cares for its stockholders, and it adds an ethical imperative to do those things that make society better and not to do those that make it worse. As Exhibit 5-1 shows, a socially responsible organization does what is right because it feels it has an ethical responsibility to do so. For example, Abt Electronics in Glenview, Illinois, would be described as socially responsible according to our definition. As one of the largest single-store electronics retailers in the United States.

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