

<<管理英语教程>>

图书基本信息

书名：<<管理英语教程>>

13位ISBN编号：9787560534053

10位ISBN编号：7560534058

出版时间：2010-7

出版时间：西安交通大学出版社

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页数：258

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前言

随着社会信息化和经济全球化趋势的到来。中国经济发生了翻天覆地的变化.英语教学也成为培养人才的重要环节。各种新的管理思想不断涌现。管理术语与词汇层出不穷。同时,全球经济发展已经把地球变成地球村,国际化进程需要中国培养更多的既懂经营管理。又能熟练掌握外语技能的复合人才。懂专业,会外语的高层次人才是我国未来社会经济发展和国家创新体制的核心力量。鉴于此,我们编写和出版了这本教材,希望能满足各界对管理专业英语的需求。本教材有以下特点:

(1) 课文内容尽量覆盖管理学要点和热点,课文包含理论与事例,使学习者了解专业英语的特点,掌握管理英语专业术语和专业词汇。

(2) 课文内容选自近几年欧美国家出版的管理类英文原著,在选材上体现代表性、新颖性、先进性和系统性。

(3) 课文安排合理。每个单元有正课文一篇,课后阅读一篇。主课文可用。于教师课堂上讲解,课后阅读用于课后自学,这样的安排能帮助学生发展精读和泛读的能力。

(4) 练习设计灵活。类型多样。教材设计有利于培养学生的听、说、读、写、译五项技能,以此巩固学生所学的知识点,特别是专业术语。

(5) 参考齐全。本书附录部分提供练习答案、参考译文、词汇表和听力原文,从而有效帮助教师和学生进行课堂教学和课后自学。

本教材在编写的过程中广泛吸纳了众多师生的宝贵意见.同时也得到了西安交通大学出版社的领导和编辑们的大力支持,作者对他们表示衷心的感谢。由于时间紧迫,加之我们的水平有限,书中的错误、遗漏在所难免.敬请各位同行与广大读者批评指正。

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内容概要

课文均选自近几年欧美国家出版的管理类英文原著，语言地道，覆盖面全。本教材可供各类大专院校中的企业管理、经济管理、财务管理、人力资源管理、电子商务等专业的本科生和研究生（包括MBA和EMBA）使用。此外，也可作为从事经济和管理的各界人士掌握管理学知识，提高专业语言技能的自学教材和参考书使用。

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Unit 4 Alternative Strategies of PepsiCo Additional Reading Converting Strategy to Operational Reality
Unit 5 Total Quality and Management Additional Reading Harley-Davidson's Near Death and Quality Rebirth
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章节摘录

4. Functional group management. This technique consists of breaking the production process into autonomous groups and treating each as a profit center. There are two reasons for doing so. First, the switch to profit as opposed to cost centers allows the groups to increase the throughput of their production processes even if those changes result in higher costs. The second motivation is the change in mindset that functional group management induces. Converting the production lines to profit centers helps the groups to better understand their contribution to the companys overall profitability¹. The production process at Tatsuno was broken into ten autonomous groups. By finding ways to increase their output levels, those groups were able to generate additional revenues and greater profits. When the capacity of the factory is increased, real performance of the factory will be improved.

5. Product costing. This technique helps coordinate the efforts of the other four techniques by providing them with important, up-to-date information. The process consists of three major functions. The first is to determine if new products are indeed being manufactured at their target costs. The second is to ensure that the production processes are operating at the expected level of efficiency. And the third is to identify unprofitable products for further action, such as replacement or aggressive cost reductions.

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