

<<当代商学概论>>

图书基本信息

书名：<<当代商学概论>>

13位ISBN编号：9787115216748

10位ISBN编号：7115216746

出版时间：2010-1

出版时间：人民邮电出版社

作者：卡伦·柯林斯

页数：287

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## &lt;&lt;当代商学概论&gt;&gt;

## 内容概要

本书英文版作为国外最畅销的同类教科书之一，一改传统的商学导论(Introduction to Business)课程教材大而全的风格，以概览式的编写方法，在300余页的篇幅内，以当代的热点问题为视角，通过11个专题，将如何创办新企业、当代关键的商业环境背景，以及企业的生产、营销、财务、人力资源和信息系统等主要职能及活动一一作了清晰的阐述。

本书除了对理论深入浅出地进行了阐释，还对生词、术语进行了中文翻译、注释，条理清晰、语言平实、通俗易懂。

作者将Nike公司案例贯穿全书，此创造性的整合案例教学法加深了学生对企业职能及其相互关系的理解，这是本书区别于传统商学导论教材的一大特色。

本书专为财经专业以外的大学生作为商务基础知识学习而写，也十分适用于作为英语专业应用语言方向的双语教材。

作者简介： Karen Collins is an associate professor in the College of Business and Economics at Lehigh University. Dr. Collins developed Lehigh's Introduction to Business course with assistance from an Accenture Faculty Fellowship for Excellence in Teaching. She has served as its coordinator and has taught sections of the course since its inception in 1997. Dr. Collins was honored with an Innovation in Teaching Award for the course from the Middle Atlantic Association of Colleges of Business Administration (AACSB regional association of management education deans and program leaders) and also has received a number of teaching awards including the Deming Lewis Faculty Award for having the strongest influence on the ten-year graduating class, the Stabler Award for Excellence in Teaching for demonstrating superior ability in communicating knowledge to others, and the Coopers and Lybrand Excellence in Teaching and Learning Award given to faculty from four universities who demonstrated innovative teaching techniques. Karen Collins received her Ph.D from Virginia Tech in accounting with minors in organizational behavior and psychology. She has published in leading accounting and management journals such as Accounting, Organizations and Society, Accounting Horizons, and Journal of Vocational Behavior. Her research areas include stress, work/home conflict, and upward mobility of women. Dr. Collins is a CPA and practiced in public accounting in the small business area prior to starting her teaching career.

## &lt;&lt;当代商学概论&gt;&gt;

## 书籍目录

Chapter 1	The Foundations of Business	企业基础	Introducti on	Nike	Introduction to Nike
	Getting Down to Business	Business Participants and Activities			External Forces That Influence
	Business Activities	What Is Economics?	Resources: Inputs and Outputs		Economic Systems
	Types of Competition	Perfect Competition	Monopolistic Competition		Oligopoly
	Monopoly	Measuring the Health of the Economy	Economic Goals		Economic Forecasting
	Government ' s Role in Managing the Economy	Monetary Policy	Fiscal Policy		
	Macroeconomics and Microeconomics	Where We ' re Headed	Summary of Learning Objectives		
Chapter 2	The Challenges of Starting a Business	创办企业的挑战	What Is an Entrepreneur?		Why
	Become an Entrepreneur?	Distinguishing Entrepreneurs from Small Business Owners	Importance of		
	Small Business to the U.S. Economy	Job Creation	Innovation		Opportunities for Women and
	Minorities	How Small Businesses Help Large Businesses	What Industries Are Small Businesses In?		
	Industries by Sector	Should You Start a Business?	Advantages of Small Business Ownership		
	Disadvantages of Small Business Ownership	Starting a Business	The Business Idea		Ownership
	Options	The Business Plan	Sections of the Business Plan		How to Succeed in Managing a Business
	Help from the SBA	34	Why Do Businesses Fail?		Where We ' re Headed
	Learning Objectives	Chapter 3	Business Ethics and Social Responsibility		Summary of
	Misgoverning Corporations: An Overview		The Idea of Business Ethics		Why Study Ethics?
	The Individual Approach to Ethics		Addressing Ethical Dilemmas		Making Ethical Decisions
	Identifying Ethical Issues		Refusing to Rationalize		The Organizational Approach to Ethics
	Tightening the Rules		Corporate Social Responsibility		Owners
	Communities		Stages of Corporate Responsibility		Employees
	Where We ' re Headed		Summary of Learning Objectives		Customers
成功经营企业	Chapter 4	Managing for Business Success			Here ' s Your Salad—How About Fries?
Chapter 5	Recruiting, Motivating, and Keeping Quality Employees	招募、激励和培养高素质员工			
Chapter 6	Developing and Producing Goods and Services	开发和制造优质产品与服务			
Chapter 7	Marketing: Providing Value to Customers	市场营销：为客户提供价值			
Chapter 8	Business in a Global Environment	全球化背景下的企业经营			
Chapter 9	The Role of Accounting in Business	会计在企业中的作用			
Chapter 10	Managing Financial Resources	财务资源管理			
Chapter 11	Managing Information and Technology	信息技术管理			
Appendix A	Introducing Your Business Plan				
Appendix B	Estimating Sales				
274	Appendix C	Preparing Financial Reports with the Excel Template			

## <<当代商学概论>>

### 编辑推荐

《当代商学概论（双语教学版）》专为非财经专业的大学生作为商务基础知识学习而写，也十分适用于作为英语专业应用评议方面的双语教材。

篇幅适中、概念清晰、语言简练，以及创造性的整合案例教学法是《当代商学概论》的突出特色，在美国、澳大利亚、新加坡和中国香港家地区的许多高校，深受教师和学生的好评。

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>