

<<当代管理精要>>

图书基本信息

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内容概要

本书遵循了管理学类教材传统的理论系统，即从管理的基本概念入手，然后分析管理的环境，最后按照管理的主要职能——计划与决策、组织、领导、控制来展开阐述。除了主要的主题讨论外，本书的“实践中的管理”栏目介绍和分析了管理实践的现实，非常精彩。这些实践不仅来自案例，而且有《商业周刊》上的精彩文章。作者还为教材使用者准备了各种小组练习。这种安排增加了本书的实践色彩，并增加了使用价值。

本书适合本科生、mba学生作为学习管理学的入门教材。

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章节摘录

版权页：插图：Today, another challenge facing managers and organizations is global crisis management. The causes of global crises or disasters fall into three main categories: natural causes, man-made causes, and international terrorism and geopolitical conflicts. Crises that arise because of natural causes include the hurricanes, tsunamis, earthquakes, famines, and diseases that have devastated so many countries in the 2000s; hardly any country has been left untouched by their effects. Java, for example, which was undated by the huge Pacific tsunami of 2004, experienced a devastating earthquake in 2006 that also killed thousands of people and left tens of thousands more homeless. Man-made crises are the result of factors such as global warming, pollution, and the destruction of the natural habitat or environment. Pollution, for example, has become an increasingly significant problem for companies and countries to deal with. Companies in heavy industries such as coal and steel have polluted millions of acres of land around major cities in eastern Europe and Asia; billion-dollar cleanups are necessary. The 1986 Chernobyl nuclear power plant meltdown released over 1,540 times as much radiation into the air as occurred at Hiroshima; over 50,000 people died as a result, while hundreds of thousands more have been affected. Man-made crises, such as global warming due to emissions of carbon dioxide and other gases, may have made the effects of natural disasters more serious. For example, increasing global temperatures and acid rain may have increased the intensity of hurricanes, led to unusually strong rains, and contributed to lengthy droughts. Scientists are convinced that global warming is responsible for the destruction of coral reefs (which are disappearing at a fast rate) , forests, animal species, and the natural habitat in many parts of the world. The shrinking polar ice caps are expected to raise the sea level by a few, but vital, inches. Finally, increasing geopolitical tensions, which are partly the result of the speed of the globalization process itself, have upset the balance of world power as different countries and geographic regions attempt to protect their own economic and political interests. Rising oil prices, for example, have strengthened the bargaining power of major oil-supplying countries. This has led the United States to adopt global political strategies, including its war on terrorism, to secure the supply of oil vital to protect its national interest. In a similar way, countries in Europe have been forming contracts and allying with Russia to obtain its supply of natural gas, and Japan and China have been negotiating with Iran and Saudi Arabia. The rise of global terrorism and terrorist groups is to a large degree the result of changing political, social, and economic conditions that have made it easier for extremists to influence whole countries and cultures. Management has an important role to play in helping people, organizations, and countries respond to global crises because it provides lessons on how to plan, organize, lead, and control the resources needed to both forestall and respond effectively to a crisis. Crisis management involves making important choices about how to (1) create teams to facilitate rapid decision making and communication, (2) establish the organizational chain of command and reporting relationships necessary to mobilize a fast response, (3) recruit and select the right people to lead and work in such teams, and (4) develop bargaining and negotiating strategies to manage the conflicts that arise whenever people and groups have different interests and objectives. How well managers make such decisions determines how quickly an effective response to a crisis can be implemented, and it sometimes can prevent or reduce the severity of the crisis itself.

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《当代管理精要(第4版)》根据中国工商管理本科大纲要求、教学实践进行详细精简的本科英文教材、适合中国国情及国际化双轨要求的双语教学英文教材、为中国应用型商科教育发展奠定教学模式及基础的英文版商科教材。

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