

<<转机>>

图书基本信息

书名：<<转机>>

13位ISBN编号：9787313065810

10位ISBN编号：7313065817

出版时间：2010-6

出版时间：徐志毅、盛焕焯 上海交通大学出版社 (2010-06出版)

作者：徐志毅，盛焕焯 著

页数：226

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前言

In September 2008, the world economy plunged into the severest financial crisis ever since the Great Depression. The crisis is unprecedentedly shocking in terms of its size, extent and scope. Surely, Chinese economy mainly weighed down by reduction in demand, overcapacity, some struggling companies and industries, a sharp rise in the unemployed and the slack economic growth was not exempted from the impact. The Chinese government took decisive action just in time to adjust the macro-economic policies featuring expanding the internal demand particularly consumption demand so as to strike a balance between speed and structure, quality and efficiency. A package of policies, stimulated by the government control and the market, were implemented and constantly refined in the hope that relationship between the economic growth and well-being of the people would be promoted. As a result, the economic downturn was drastically reversed. China is a responsible country, making its due contribution to recovery of the global economy.

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内容概要

2008年发生的美国次贷危机，引发了国际金融危机，中国企业如何面对现实，转危为机？

《转机：中国企业如何转危为机（英文版）》分为综述篇、转型篇、创新篇和调整篇等4篇，由上海数十位不同行业的大中型企业老总，结合自身企业实际，撰文分析阐述了在国际金融危机背景下，企业如何采取措施，转危为机。

《转机：中国企业如何转危为机（英文版）》对于企业管理者、研究者具有重要的参考借鉴作用。

书籍目录

Value and Strategic Practice of Modern Enterprises under the Guidance of Oriental Management Philosophy
 Enterprise Technological Innovation
 Crisis Management and Essential Qualities for Professional Manager
 Favourable Turn_Reflections Made One Year after the Financial Crisis
 A Cross-country Comparison and Views on Transformation of Chinese Economy in Post-crisis Era
 Acceleration of Enterprise Economy Transition
 Make Provision for Rainy Days While Resting Secure
 Turn Adversity into Opportunity in Hard Times
 Chance Favors Only the Prepared Mind
 "Smiling Curve" in Financial Crisis
 How a Tourism Enterprise Thrives in the Current Economic Crisis
 Striving to be a Vital Force in New Energy with Technology-leading Strategy
 Accelerate Product Development by Market and Technology Linkage Mechanism
 Innovative Marketing Strategy : Cultural Marketing——How Chinese Enterprises Turn Adversity into Opportunity
 Improving Self-Directed Innovation Capability & Promoting the Enterprise's New Development
 Zhang Yaozhang b- Shi Lian
 Seize the Opportunity in the Process of Development
 Strive for Innovation in the Management of Logistics
 Transformation and Changing Energize the Business
 Recreation of the Value through Adjustment and Integration
 Technology Innovation and Management Elevation
 Opportunity——Holding to Going Global
 Stick to Energy Conservation & Emission Reduction, Say Hello to "Low Carbon Time"

章节摘录

插图：Ups and downs in life make a legend. Success always belongs to those whonever give up. They are good at learning a lesson from failures and facechallenges with courage. In the past decades, it is well understood that amanager's qualification plays a vital role in crisis management. There is no doubt that the Chinese managers are going professional. Nevertheless, those middle and senior managers in a large number of companiesin China are not truly experienced in doing business in the international market. With the globalization, the Chinese market is opening up and getting morecomplicated. In comparison with the overseas counterparts, the Chinesemanagers are inexperienced. How to enhance their ability to be aware of and todeal with crises guided by theories related to crisis management remains a issuewhich requires immediate attention. In this open market, professional managers are provided with a unified, openplatform. Affected by the global financial turmoil, the managers find themselvesunder stress, due to differences in background, mechanism, managementapproaches. It naturally follows that the Chinese professional managers musthave the following five qualifications. They are wisdom, which comes from learning; unity, which arises fromcharacter; creativity stemming from practice; leadership based on personality andinfluence rooted in achievement. Besides, Chinese managers should be ambitious, honest, confident,persistent and benevolent. More importantly, the managers keep another ten "don' ts" in mind. Theyshan't make no changes. They shan't be aimless. They shan't amount tonothing. They shan't be obstinate. They shan't be indecisive. They shan't beshortsighted. They shan't be conceited. They shan't make no progress. Finally,they shan't take too much risk.

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