

<<小企业管理:第十版:英文>>

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<<小企业管理:第十版:英文>>

内容概要

内容提要

《小企业管理》（第十版）是一本经受了考验的教科书，它将带给您关于当今小企业的最新和最重要的消息。

当今小企业管理的热点是什么？

在国际互联网上有哪些小企业的消息？

现实中的小企业是如何发展的？

边干边学：实践出真知！

小企业管理永远走在前头。

<<小企业管理:第十版:英文>>

作者简介

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杰斯汀.G.隆内克是《小企业管理》一书的最早的作者，他也参加了以后各版次包括本版的编写。

他著述颇丰，在《小企业管理》、《管理学评述》、《企业道德》等著名杂志上发表了大量论文。

他在许多专业组织中任职，是国际小企业委员会的总裁。

卡罗斯.W.莫尔在贝勒大学工作了20多年，是营销学教授。

他还在翰科墨商学院教大学生和研究生，被评为“杰出教授”。

穆尔博士在著名的《小企业管理》、《企业道德》、《管理的动力》等杂志上发表了大量论文。

他从第六版开始参加本书的编写。

J.威廉.彼迪是金融学教授和贝勒大学企业家协会主席。

他

的主要工作之一就是给企业家上相当于大学生或研究生水平的财务课程，他还在奥斯汀的得克萨斯大学教“小企业财务”课。

他

与人合著了多本受学生欢迎的教材，在众多学术斯刊如《财务管理》、《会计评论》、《小企业财务》等发表许多有分量的论文。

1995年他当选为“小企业财务学会”的主席。

他是几家小企业

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彼迪博

士在奥斯汀的得克萨斯大学获得工商管理硕士学位和博士学位，他是得克萨斯州的注册会计师。

<<小企业管理:第十版:英文>>

书籍目录

PartI

Nature of Entrepreneurship and
Small Business

1 Entrepreneurs: The Energizers of Small Business

2 Small Business: Vital Component of the Economy

Part2

Seeking Entrepreneurial Opportunities

3 Startup and Buyout Opportunities

4 Franchising Opportunities

5 Family Business Opportunities

Part3

Developing the New Venture Business Plan

6 The Role of a Business Plan for a New Venture

7 Creating a Competitive Advantage

8 Analyzing the Market and Formulating the Marketing Plan

9 Selecting the Management Team and Form of Organization

10 Choosing the Location and Physical Facilities

11 Accounting Statements and Financial Requirements

12 Finding Sources of Financing

Par4

Small Business Marketing

13 Consumer Behavior and Product Strategy

14 Pricing and Credit Strategies

15 Promotion: Personal Selling, Advertising, and Sales Promotion

16 Distribution Channels and Global Markets

Part5

Managing Small Business Operations

17 Professional Management in the Growing Firm

18 Managing Human Resources

19 Quality Management and the Operations Process

20 Purchasing and Managing Inventory

21 Computer-Based Technology for Small Businesses

Part6

Financial Management in the Entrepreneurial Firm

22 Evaluating Financial Performance

23 Working-Capital Management and Capital

Budgeting

24 Risk and Insurance Management

Part7

Social and Legal Environment

25 Social and Ethical Issues

26 Working Within the Law

Cases

Appendixes

Endnotes

<<小企业管理:第十版:英文>>

Photo Credits

Glossary

Index

WalkThrough xi

Preface xxv

About the Authors xxxi

Part1

Nature of Entrepreneurship and Small Business

1 Entrepreneurs: The Energizers of Small Business

Opportunities (or Entrepreneurial "Energizers" Rewards and Drawbacks of

Entrepreneurship Characteristics of Entrepreneurs Readiness for

Entrepreneurship Diversity in Entrepreneurship

2 Small Business: Vital Component of the Economy

Definition of Small Business Small Business as Producer of Goods and Services

Special Contributions of Small Business The Small Business Failure Record

Causes of Business Failure

Part2

Seeking Entrepreneurial Opportunities

3 Startup and Buyout Opportunities

The Startup: Creating a New Business Buying an Existing Business Increasing the

Chances of a Successful Startup: Lessons from High-Growth Firms

4 Franchising Opportunities

Understanding the Franchise Option Advantages and Disadvantages of

Franchising Evaluating Franchise Opportunities Selling a Franchise

Understanding the Franchisor/Franchisee Relationship

5 Family Business Opportunities

The Family Business: A Unique Institution The Culture of a Family Business

Family Roles and Relationships Special Features of Family Firm Management

The Process of Leadership Succession Transfer of Ownership

Part3

Developing the New Venture Business Plan

6 The Role of a Business Plan for a New Venture

What Is a Business Plan? The Need for a Business Plan How Much Business

Plan Is Needed? Preparing a Business Plan Where to Go for More

Information The Business Plan

7 Creating a Competitive Advantage

Competitive Advantage Market Segmentation Strategies

Niche Marketing Customer Service Management The

Business Plan

8 Analyzing the Market and Formulating the

Marketing Plan

Small Business Marketing Marketing Research for the New

Venture Estimating Market Potential Components of

the Formal Marketing Plan The Business Plan

9 Selecting the Management Team and Form of

Organization

The Management Team Legal Forms of Organization

<<小企业管理:第十版:英文>>

The Board of Directors Federal Income Taxes and
the Form of Organization The Business Plan
10 Choosing the Location and Physical Facilities
The Location Decision Site Selection Home-Based
Businesses The Building and Its Layout Equipment and Tools The
Business Plan
11 Accounting Statements and Financial Requirements
Accounting Statements: Tools (or Determining Financial Needs Assessing
Profitability A Firm's Financial Requirements The Business Plan
12 Finding Sources of Financing
Debt or Equity Financing? Sources of Financing Individuals as Sources of
Funds Business Suppliers and Asset-Based Lenders as Sources of Funds
Commercial Banks as Sources of Funds Government-Sponsored Agencies as
Sources of Funds Other Sources of Funds Keeping the Right Perspective
The Business Plan
part 4
Small Business Marketing
13 Consumer Behavior and Product Strategy
Understanding the Customer Product Management
Product Strategy Alternatives for Small Businesses Building
the Product Offering
14 Pricing and Credit Strategies
Setting a Price Using Break-Even Analysis for Pricing
Selecting a Pricing Strategy Offering Credit
Managing the Credit Process
15 Promotion: Personal Selling, Advertising, and Sales Promotion
Promotion and the Communication Process Determining
Promotional Expenditures Personal Selling Techniques
for Small Firms Advertising Considerations for Small
Firms Sales Promotion Options for Small Firms
16 Distribution Channels and Global Markets
The Role of Distribution Activities in Marketing Structuring a Distribution System
Global Marketing Challenges Initial Preparations for Global Marketing
Sources of Trade and Financing Assistance
Part 5
Managing Small Business Operations
17 Professional Management in the Growing Firm
Distinctive Features of Small Firm Management The Nature of Managerial
Work Time Management Outside Management Assistance
18 Managing Human Resources
Recruiting Personnel Evaluating Prospects and Selecting Employees Training
and Development Compensation and Incentives for Small Business Employees
Special Issues in Human Resources Management
19 Quality Management and the Operations Process
Total Quality Management The Operations Process Improving Productivity
20 Purchasing and Managing Inventory
Purchasing Processes and Policies Relationships with Suppliers Objectives of

<<小企业管理:第十版:英文>>

Inventory Management Controlling Inventory Costs
21 Computer-Based Technology for Small Businesses
Overview of Available Technology Computer Systems: Hardware
and Software Communication Among Computers Office and
Production Technology Purchasing and Managing Technology
Trends in Computer-Based Technology
Part6
Financial Management in the Entrepreneurial Firm
22 Evaluating Financial Performance
Accounting Activities in Small Firms Assessing a Firm's
Financial Performance
23 Working-Capital Management and Capital
Budgeting
The Working-Capital Cycle Managing Cash Flow
Managing Accounts Receivable Managing Inventory
Managing Accounts Payable Capital Budgeting
Appendix 23A Time Value of Money: Finding the Present Value of a
Dollar
Appendix 23B: Discounted Cash-Flow Techniques: Computing a Project's
Net Present Value and Internal Rate of Return
24 Risk and Insurance Management
Defining and Classifying Risk Risk Management Insurance for the Small
Business
Part7
Social and Legal Environment
25 Social and Ethical Issues
Social Responsibilities and Small Business The Special Challenges of
Environmentalism and Consumerism The Small Business Context for Ethical
Decisions Putting Ethical Precepts into Practice
26 Working Within the Law
Government Regulation and Small Business Opportunity Government Regulation
and Protection of the Marketplace Business Agreements and the Law The
Challenge of Taxation
Case 1 King's Beauty Supply
Case 2 Construction Equipment Dealership
Case 3 Stitch Craft
Case 4 Operating a Kiosk Franchise
Case 5 The Brown Family Business
Case 6 Robinson Associates, Inc.
Case 7 The Fantastic Catalogue Company
Case 8 ScrubADub Auto Wash
Case 9 VMG Products
Case 10 Logan Beach
Case 11 WJP Partners
Case 12 Walker Machine Works
Case 13 Silver Uniq
Case 14 The Jordan Construction Account

<<小企业管理:第十版:英文>>

Case 15 UtterRidder
Case 16 NovaSoft Systems Inc.
Case 17 Central Engineering
Case 18 Gibson Mortuary
Case 19 Douglas Electrical Supply, Inc.
Case 20 Mather's Heating and Air Conditioning
Case21 Franklin Motors
Case 22 The Style Shop
Case 23 Barton Sales and Service
Case24 Fox Manufacturing
Case 25 The Martin Company
Case 26 Diaper Dan
Appendix A Sample Business Plan
Appendix B Present Value of \$ 1
Appendix C Present Value of an Annuity of \$1 for n Periods
Endnotes
Photo Credits
Glossary
Index

<<小企业管理:第十版:英文>>

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