

<<小企业管理:第十版:英文>>

图书基本信息

书名：<<小企业管理:第十版:英文>>

13位ISBN编号：9787810443975

10位ISBN编号：7810443976

出版时间：1998-04

出版时间：东北财经大学出版社

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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。

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作者简介

作者简介

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

和中型企业的咨询顾问，是《小企业财务》杂志的主编。

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。

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