

<<企业政策>>

图书基本信息

书名：<<企业政策>>

13位ISBN编号：9787810444712

10位ISBN编号：7810444719

出版时间：1998-08

出版时间：东北财经大学出版社

作者：鲍尔,等(美)

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>

## <<企业政策>>

### 书籍目录

Acknowledgments xiii  
Introduction The General Management Perspective  
and Business Policy  
Business Policy as a Field of Study  
A Concept of "General Management"  
The General Manager as Strategist  
The General Manager as Organization Builder  
The General Manager as Doer  
The Skills of the General Manager  
Bright Horizons Children's Centers, Inc.-1987  
Head Ski Company, Inc.  
Phil Knight: CEO at Nike (1983)  
Serengeti Eyewear: Entrepreneurship within Corning  
Inc.  
Chapter I What Is Strategy?  
Introduction  
Strategy Defined  
Explicit Strategy  
Sound Strategy  
A Strategic View of Market Opportunity  
A Strategic View of Capabilities  
Strategy as a Summary of Corporate Values  
Cases  
Crown Cork & Seal in 1989  
Asahi Breweries, Ltd.  
Wal-Mart Stores, Inc.  
Komatsu Limited  
Coraing Incorporated: A Network of Alliances  
Chapter 2 Industry and Competitive Analysis  
Introduction  
Noneconomic Factors  
The Primary Proposition: Profit Potential  
Strategic Analysis of Industry Structure  
The Threat of Entry  
The Threat of Substitution  
The Power of Suppliers and Customers  
Government  
Rivalry among Competitors  
Relating Opportunities to Capabilities  
Opportunities and Threats  
Assessing Capabilities and Weaknesses  
Matching Opportunity and Capability  
Cases  
Harcourt Brace Jovanovich, Inc.  
Firestone, Inc.: Globalization

## <<企业政策>>

Ingvar Kamprad and IKEA  
Apple Computer-I1992  
Bill Gates and the Management of Microsoft  
Chapter 3 Personal Values and Corporate Strategy  
Introduction  
We All Have Values  
Values Are Key to Legitimate Action  
Awareness of Values  
Cases  
Salvatore Ferragamo, SpA  
Schlumberger Ltd.: Jean Riboud Excerpts from "A  
Certain Poetry" by Ken Auletta  
The Body Shop International  
Chapter 4 Relating Strategy to Social Responsibility  
Introduction  
Responsibility for Economic Action  
Responsibility for Social Action  
The Moral Dimensions of Strategic Action  
Strategy for Social Action  
BayBank Boston  
RU 486 (A)  
Chapter 5 Building Strategy  
Introduction  
The Process of Strategic Development  
Summary  
Cases  
Adam Opel AG (A)  
Intel Corporation-Leveraging Capabilities for  
Strategic Renewal  
The Harvard Business School  
Chapter 6 Building Organizational Capabilities  
Introduction  
Tailoring the Organization to Strategy  
Beyond Organization as an Architectural Task  
Building Organization Capability  
How Work Environments Contribute to Capability  
The Forces That Shape Work Environments  
Summary  
Cases  
The Adams Corporation (A)  
Colgate-Palmolive: Company in Transition (A)  
The Lincoln Electric Company  
The Johnsonville Sausage Co. (A)  
Banc One-1993  
ABB Deutschland  
Chapter 7 Transforming an Organization  
Introduction

## <<企业政策>>

Ingredients of Successful Planned Change

Building Motivation

Formulating a Vision

Managing the Process of Change

Continual renewal

Summary

Cases

Richardson Sheffield

Jack Welch: General Electric's Revolutionary

The Battle of Mannheim

Marks & Spencer: Sir Richard Greenbury's Quiet

Revolution

Chapter 8 Building Relationships

Introduction

Building Relationships with Direct Reports

Building Relationships Upward

Building Relationships with Customers and Suppliers

Building Relationships across the Organization with

Peers

Cases

Basic Industries

Kentucky Fried Chicken (Japan) Limited

Cleveland Twist Drill (A)

Richardson Hindustan Limited (Abridged)

Chapter 9 Building a General Management Career

General Management Skills

Steps in a General Management Career

Cases

Gurcharan Das's Career Choices

Ben & Jerry's Homemade Ice Cream Inc.: Keeping the

Mission(s) Alive

Index of Cases

## <<企业政策>>

### 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>