

<<现代管理学>>

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<<现代管理学>>

内容概要

现代管理学

(第七版)

本书作者系美国罗琳斯管理研究生院管理学教授。

这本《现代

管理学》(第七版)主要是用于美国管理院校本科学生的教材,现已在美国发行了近二十年。

该书分为管理导论、计划、组织、领

导、控制及其他相关专题六个部分,共二十三章,内容涉及管理学的理论、原则、方法及企业经营和运作方式等诸多方面。

书中每一

章开头配有引导案例,末尾附以案例研究。

除此之外,书中还有一

个七集综合案例,贯穿于全书六个部分。

该书的特点是结构严谨,层次清晰,逻辑性强。

全书六个部分、

二十三章联系紧密,颇有系统性。

作者注重理论联系实际,将管理原

理渗透于企业管理实际之中,通过大、小案例分析的方式启发学生独立思考,以增强学生分析问题和解决问题的能力。

课文部分和案例通

俗易懂,图文并茂,资料较新,适合学生及在职管理人员自学。

该书理论体系和主要内容基本上以美国和其他西方国家的国情为

基点,在理论深度上比较适合我国经济管理院校管理专业本科学生和企业在职管理人员作教材或教学参考资料。

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