

<<商务英语系列读物>>

图书基本信息

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作者：彭娟，李丹 主编

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内容概要

《公司管理》内容简介：将看似冲动的行为规范化，将瞬间闪现的灵先规律化，生活由此被分门别类，用精准的刻度使之成为可掌控和量化的对象。

几千年来，从以物易物的交易形式发展到多种多样贸易手段呈现在国际商业市场，有美商业的理论便层出不穷，纷至沓来。

简而言之，商业是公司或者个人通过向社会提供商品和服务，以最小的成奉获得最大收益的行为。然而为了获得此间真谛，一代代的商业臣予试图探究真理的愿望，不曾因时空的更迭而减弱，却随着梦想的递进，越发闪烁看那一缕原始创造的先芒。

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章节摘录

The only popular employee benefit that SAS does not offer is a stock-option package, usually mandatory in the software industry. That is because it is a privately owned company. It flirted with going public during the dotcom bubble, but decided against the idea a decision that Mr. Goodnight does not regret in the slightest. "We don't have to deal with Sarbanes-Oxley or minority shareholders suing us every time we turn around, or 25-year-old Wall Street analysts telling us how to run our business," he says enthusiastically. "There are a lot of advantages."

Not surprisingly, employees tend to stick around, which means SAS has to be careful whom it recruits and severe in dealing with mistakes: a philosophy that Mr. Goodnight calls "Hire hard, manage open, fire hard". The tall Southerner may be soft-spoken, but he is no softy. The purpose of treating his employees well is to succeed in business. The average rate of staff turnover at SAS is around 4% a year, compared with around 20% in the software industry as a whole. A few years ago a business-school professor calculated that this alone saved SAS \$85m a year in recruitment and training costs. Mr. Goodnight points out that it is not just the benefits that keep people at SAS "it's the challenge of the work". SAS is a leader in the field of "business intelligence", which helps companies use data to understand their own businesses. It has continually increased its annual revenue, to around \$1.9 billion in 2006, has always been profitable and has never borrowed a penny. Its success has made Mr. Goodnight, now 64, the richest man in North Carolina, with a net worth of around \$9 billion. SAS's products are used to perform analysis in data-intensive industries such as insurance, health care, banking and retailing. As other software has become increasingly commoditized, business intelligence has become a hot field. It has attracted the attention of giants such as SAP and IBM, both of which have recently acquired business-intelligence firms. (SAP bought Business Objects for \$7 billion, and IBM paid \$5 billion for Cognos.)

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