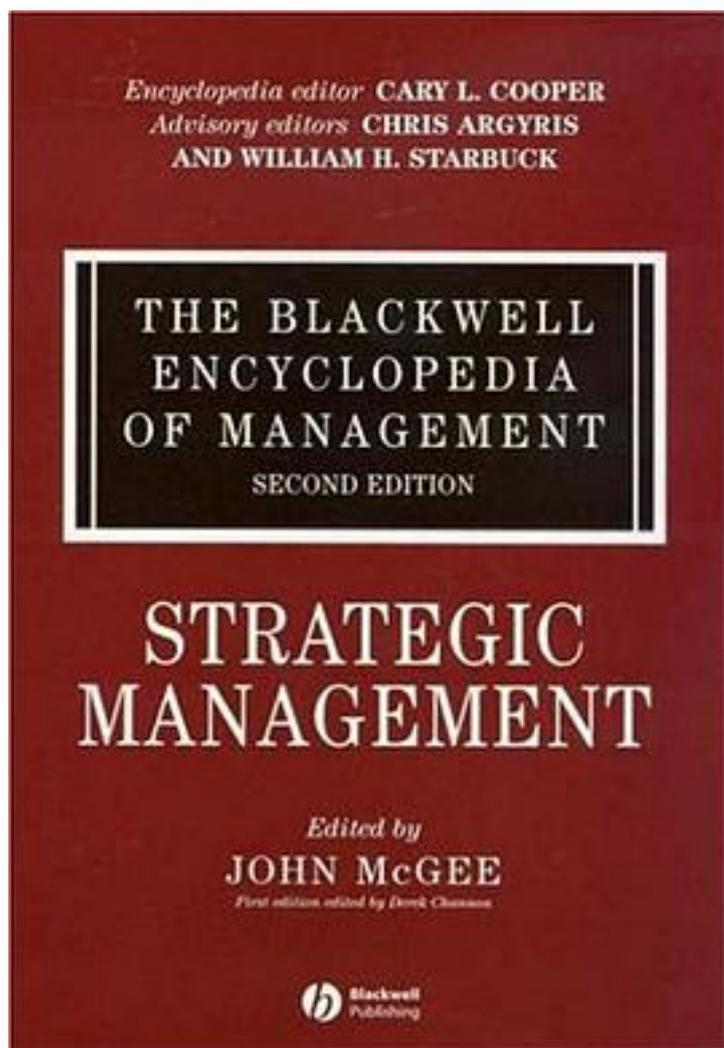


# Blackwell管理百科全书



[Blackwell管理百科全书\\_下载链接1](#)

著者:McNett, Jeanne (EDT)/ Lane, Henry W. (EDT)/ Maznevski, Martha L. (EDT)/ Mendenhall, Mark E. (EDT)/ O'Connell, John (EDT)

出版者:Wiley-Blackwell

出版时间:2006-07-11

装帧:Hardcover

isbn:9780631234937

This revised edition of The Blackwell Encyclopedia of International Management provides clear, up-to-the-minute definitions and explanations of the key concepts in the fast-changing field of international management. Covers recent developments arising from globalization, the internet, e-commerce and meta-markets; Includes information on new International Standards, together with the impact of the European Union and the new geo-political areas of the Russian Federation and China; Features contributions from international experts in the field, including members of the International Organization Network (ION); Contains more than 350 entries with 50% new material compiled by the new editorial team.

作者介绍:

目录:

[Blackwell管理百科全书\\_下载链接1](#)

标签

评论

-----  
[Blackwell管理百科全书\\_下载链接1](#)

书评

-----  
[Blackwell管理百科全书\\_下载链接1](#)