

Strategic Management for Public and Nonprofit Organizations

Strategic Management for Public and Nonprofit Organizations

Alan Walter Steiss

*Virginia Polytechnic Institute and State University
Blacksburg, Virginia, U.S.A.*



Marcel Dekker, Inc.

New York • Basile

[Strategic Management for Public and Nonprofit Organizations 下载链接1](#)

著者:Steiss, Alan Walter

出版者:Marcel Dekker Inc

出版时间:2003-1

装帧:HRD

isbn:9780824708740

The central resource for process improvement and innovation, this book includes valuable techniques to identify and improve organizational processes, as well as manage the change that accompanies implementation. "Strategic Management for Public and Nonprofit Organizations" discusses SWOT analysis, TQM, systematic innovation, Six Sigma, quality function deployment, process mapping, gap analysis, and activity based costing. With helpful references to secondary sources and a comprehensive glossary, this text will benefit public administrators, financial managers, public planners, investment managers, policy analysts, and public policy specialists, and upper-level undergraduate and graduate students in these disciplines.

作者介绍:

目录:

[Strategic Management for Public and Nonprofit Organizations 下载链接1](#)

标签

评论

[Strategic Management for Public and Nonprofit Organizations 下载链接1](#)

书评

[Strategic Management for Public and Nonprofit Organizations 下载链接1](#)