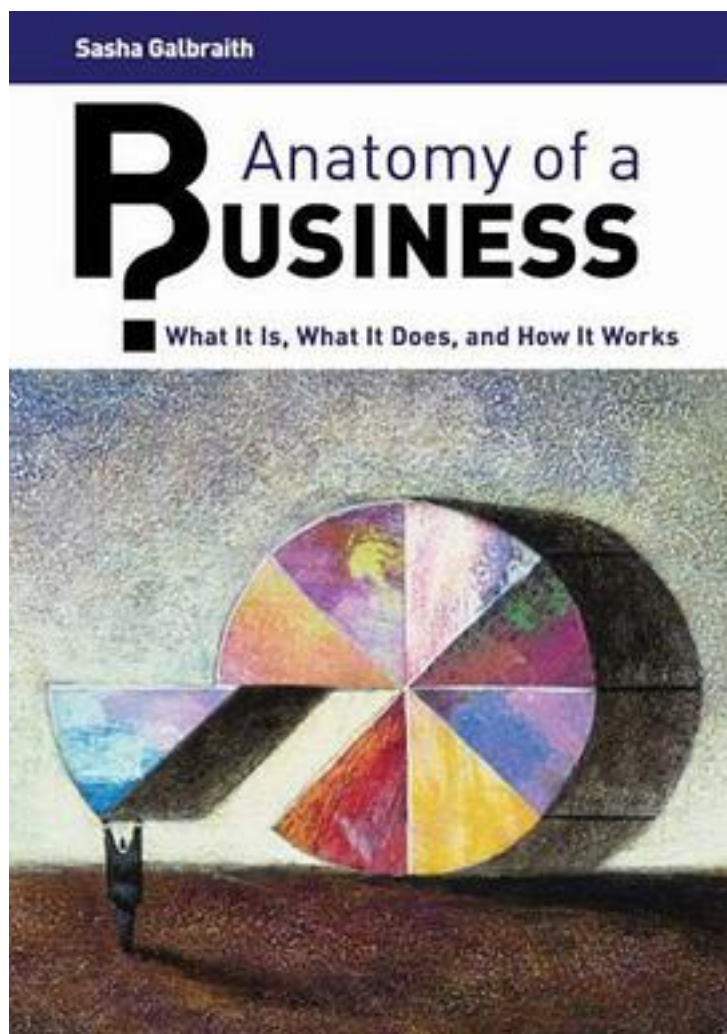


Anatomy of a Business



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出版者:Greenwood Pub Group

出版时间:2006-11

装帧:HRD

isbn:9780313337932

This book considers the many dimensions of businesses as it takes the reader on a

tour of the corporate world. From the birth of international trade along such exotic trails as the Silk Road, to the economics of running a lemonade stand, to a day in the life of a CEO, "Anatomy of a Business" traces the evolution of modern business practices and how they are applied today, in enterprises of every shape and size, from the one-person garage operation to the multi-national conglomerate. Through dozens of examples and illustrations, the work first defines the major types of business (including corporation, partnership, privately-held company, and non-profit) and then looks inside a typical workplace, explaining how each business function, department, and unit - from marketing to finance, executive to human resource management - works, asking such questions as: What does each department do? Why is it vital to the business? What positions and roles do people play? What type of education, knowledge, or experience do they need to succeed? Clearly explaining popular theories and approaches to management; highlighting contemporary issues (such as executive pay and corporate ethics); and featuring such elements as charts and diagrams, interviews, sidebars, illustrations, a glossary, references, career resources, and index, "Anatomy of a Business" is a colourful introduction to business life for anyone researching or considering a career in business.

作者介绍:

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