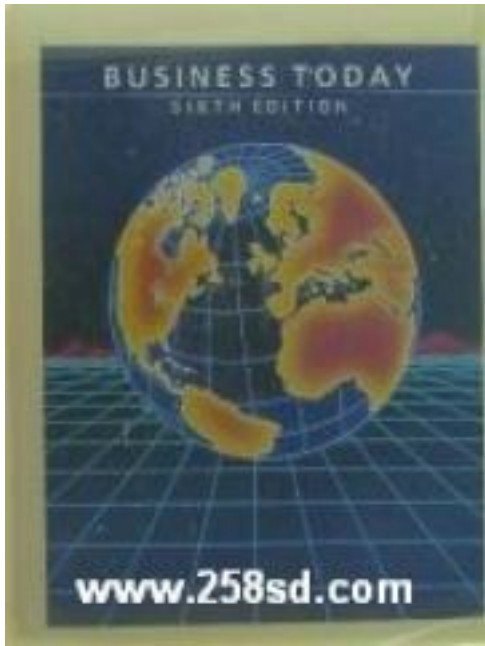


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ers lrancbiscs. In addilioni¼e the chapter covers material on brainstorming CHAPTER 10. HUMAN

RESOURCE MANAGEMENT delineates the process of identifying new businesses, updating material on alternative funding sources, source management and discusses changing employment status and expands the treatment of state and local venture capital efforts, pension. The chapter emphasizes the tendency to view personnel as a function of social policy. It updates information on both the number of qualified workers and the educational programs that address business ethics and social responsibility with regard to the environmental problem. The chapter also adds material on downsizing and on environmental consumers, workers and investors. It expands the philosophical treatment to the ADE Act, underpinnings of ethical decision making and adds material on individual versus corporate responsibility. The chapter also discusses the EPA's task of CHAPTER 11. UNION-MANAGEMENT RELATIONS presents the history of balancing risks and benefits when deciding on regulations and it adds material on negotiations and describes the labor movement today. It explains coal on the growing use of criminal charges and steep fines to motivate companies and executives to behave more responsibly, new approaches to labor-management relations. In addition, it clarifies and updates the material on two-tiered wage plans. CHAPTER 5. INTERNATIONAL BUSINESS improves the treatment of world trade in issues, strikes, boycotts, financial pressures, lockouts, plant shut-downs, all its forms and discusses the cultural, political and legal barriers. In addition, it adds material on bankruptcies, employee or union ownership and new directions. The chapter expands the treatment of the U.S. trade deficit, the World Bank, the European Community's free trade by 1992, the latest GATT round, safety and health, the Canada-U.S. free trade pact, the Import-Export Bank, the 1988 trade bill, the cultural differences in products, the need for American businesses to export more and the growing competition from newly industrialized Part Four: Marketing CHAPTER 12. MARKETING AND CONSUMER BEHAVIOR defines marketing, Part Two: Operating a Business marketing strategy and outlines the marketing process. The discussion of the management hierarchy adds material on authoritarian versus teamwork approaches, updates descriptions of the three levels of CHAPTER 13. PRODUCT AND PRICING DECISIONS defines products as they are managed, expands the description of conceptual skills and adds material on commerce and adds material on the types of products. It discusses participative management, product mix, expands the treatment of the product life cycle and development of new products, product identification and pricing. CHAPTER 7. ORGANIZING FOR BUSINESS clarifies the definition of an organization in general and in its many applications. The chapter clarifies the steps in CHAPTER 14. DISTRIBUTION presents a discussion of the distribution, setting up an organization, discusses organizational structures and corporate adds material on middlemen. In addition, it clarifies the section on culture and expands the treatment of informal organizations, of distribution channels, emphasizing market coverage and improves material on product-related factors. The chapter also adds material CHAPTER 8. THE PRODUCTION OF GOODS AND SERVICES explains production as a marketing and improves the discussion of physical distribution, a quest for effectiveness -- combining efficiency, quality and human relations material on service/cost tradeoffs in physical distribution decisions, to increase competitiveness. The first

half of the chapter discusses advances in production technology process designs materials management quality CHAPTER 15. PROMOTION explains the four ingredients in the promotional assurance quality control and human relations. The last half of the chapter expands the section on promotional goals; and reorganizes material discusses operations management and production control to clarify personal selling advertising publicity and sales promotion additionally the chapter condenses the material on types of selling client presentation: Managing Human Resources discussion of advertising budgets expands coverage of creative advertising and sales promotion. It also clarifies the section on regulation of advertising and then explains various motivational factors between advertising and sales promotion and expands material on alternative advertising media.

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