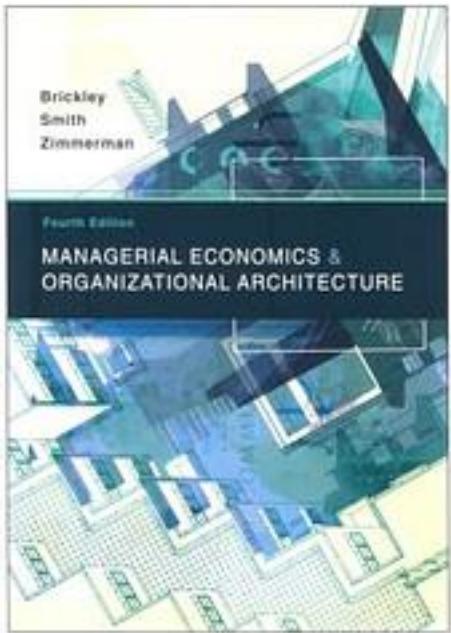


Managerial Economics & Organizational Architecture



McGRAW-HILL INTERNATIONAL EDITION

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出版者:McGraw-Hill Higher Education

出版时间:2006-6-1

装帧:Paperback

isbn:9780071106337

With two distinct objectives, this text's approach to managerial economics takes models from recent economics research and applies the research to the internal

structure of a firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making. Authors Brickley, Smith, and Zimmerman contend that organizational architecture consists of three aspects of corporate organization: the assignment of decision rights within the company; methods of rewarding individuals; and, the structure of systems to evaluate the performance of both individuals and business units. These three components can be likened to a stool with three legs. If one of the legs is shorter, the stool is out of balance. These three elements must be in balance in the organization as well.

作者介绍:

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标签

经济学

管理

英文版

McGraw-Hill

MBA

HRIR

2010年3月

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