

图书基本信息

书名：《Management Cases 管理》

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内容概要

在线阅读本书

The companion to Drucker's seminal work *Management*, completely revised and updated *Management Cases, Revised Edition* is a collection of thought-provoking case studies—each a timeless representative of a challenge that all managers will face at some point in their careers. Longtime Drucker colleague, collaborator, and eminent management professor Joseph A. Maciariello has organized the material to be used in conjunction with *Management, Revised Edition*, making the book particularly useful in undergraduate, MBA, and executive education classrooms. It contains fifteen completely new cases written especially for this edition plus another thirty-five revised and updated cases, ensuring that the book provides comprehensive coverage of the most important management dilemmas and most timeless leadership wisdom. An essential resource for business students and working professionals alike, the book will help readers test and hone their management skills.

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精彩短评

- 1、纪念自己购买的第一本国外原版进口书，19美元，136元，~国外英文原版书真expensive，我原来以为买回来的书有一本新华字典那么大，谁知道一回来，一百多块钱的东西，只有一本初中语文课本大小!!!也算是我学习工商管理专业的一本“课外读物吧”。以后到国外要多买点，thetruthisnobodycanreplacePeterDrucker.Hewasoneofakind.希望这本书让我获益匪浅~!这本书是作者是：彼得·德鲁克，现代管理之父，“大师中的大师”。百度知道连接<http://baike.baidu.com/view/380139.htm>——《哈佛商业评论》“这位高瞻远瞩的思想家具有招牌式的敏锐洞察力，他能够洞悉不同力量之间存在的内在联系，他又一次给我们带来一部不可不读的著作。” thetruthisnobodycanreplacePeterDrucker.Hewasoneofakind.
- 2、书的内容不错，但纸张质量有些差和112的价钱不太相符

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