

《管理学 Management》

书籍信息

版次：1

页数：839

字数：

印刷时间：1993年08月01日

开本：

纸张：胶版纸

包装：平装

是否套装：否

国际标准书号ISBN：9780887306150

编辑推荐

作者简介：

Peter F. Drucker was born in 1909 in Vienna and was educated there and in England. He received his doctorate in public and international law while working as a newspaper reporter in Frankfurt, Germany, and then worked as an economist for an international bank in London. In 1927, he came to the United States. Drucker's management books and analyses of economics and society are widely read and respected throughout the world and have been translated into more than 20 languages. He also has written a lively autobiography, two novels, and several volumes of essays. He has been a frequent contributor to various magazines and journals over the years and is an editorial columnist for The Wall Street Journal.

内容简介

Management is an organized body of knowledge. "This book," in Peter Drucker's words, "tries to equip the manager with the understanding, the thinking, the knowledge and the skills for today's and also tomorrow's jobs." This management classic has been developed and tested during more than thirty years of teaching management in universities, in executive programs and seminars and through the author's close work with managers as a consultant for large and small businesses, government agencies, hospitals and schools. Drucker discusses the tools and techniques of successful management practice that have been proven effective, and he makes them meaningful and easily accessible.

目录

PREFACE

Management as Profession and Commitment

INTRODUCTION

FROM MANAGEMENT BOOM TO MANAGEMENT PERFORMANCE

1. The Emergence of Management
2. The Management Boom and Its Lessons
3. The New Challenges

PART ONE THE TASKS

4. The Dimensions of Management

Business Performance

5. Managing a Business: The Sears Story

6. What Is a Business?

7. Business Purpose and Business Mission
8. The Power and Purpose of Objectives: The Marks & Spencer Story and Its Lessons
9. Strategies, Objectives, Priorities, and Work Assignments
10. Strategic Planning: The Entrepreneurial Skill
- Performance in the Service Institution
11. The Multi-Institutional Society
12. Why Service Institutions Do Not Perform
13. The Exceptions and Their Lessons
14. Managing Service Institutions for Performance
- Productive Work and Achieving Worker
15. The New Realities
16. What We Know (and Don't Know) About Work, Working, and Worker
17. Making Work Productive: Work and Process
18. Making Work Productive: Controls and Tools
19. Worker and Working: Theories and Reality
20. Success Stories: Japan, Zeiss, IBM
21. The Responsible Worker
22. Employment, Incomes, and Benefits
23. "People Are Our Greatest Asset"
- Social Impacts and Social Responsibilities
24. Management and the Quality of Life
25. Social Impacts and Social Problems
26. The Limits of Social Responsibility
27. Business and Government
28. Primum Non Nocere: The Ethics of Responsibility
- PART TWO THE MANAGER: Work, Jobs, Skills, and Organization
29. Why Managers?
- The Manager's Work and Jobs
30. What Makes a Manager?
31. The Manager and His Work
32. Design and Content of Managerial Jobs
33. Developing Management and Managers
34. Management by Objectives and Self-Control
35. From Middle Management to Knowledge Organization
36. The Spirit of Performance
- Managerial Skills
37. The Effective Decision
38. Managerial Communications
39. Controls, Control, and Management
40. The Manager and the Management Sciences
- Managerial Organization
41. New Needs and New Approaches

42. The Building Blocks of Organization

.....

PART THREE TOP MANAGEMENT: Tasks, Organization, Strategies

Conclusion : The Legitimacy of Management

Bibliography

Index

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)