

- 专门为高阶工商管理学学生定制的简明实用,按课程而设计的电子图书
- 与哈佛商业出版社(Harvard Business Publishing,属哈佛大学旗下)合作出版为工商管理教学提供每 日所需的案例研究

美国商务专家出版社电子图书数据库(BEP Digital Collection)

Business Expert Press (美国商务专家出版社,简 称 BEP) 2008 年成立于美国, 专业出版 MBA 教学所需的工 商管理类参考资源。BEP 系列电子图书出自世界各地商务及 经济管理领域专家之手,将商务实战经验转换成按课程而设 计,物超所值的教学工具。内容简明实用,精炼易懂。BEP 电子图书数据库是少有的专门针对 PhD 层次以下的读者提供 出版物的数据库,为 MBA 等商科专业学生提供了最合适的核 心参考资源。

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- Corporate Communication: Tactical Guidelines for Strategic Practice (Goodman)

企业管理

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- Managerial Economics: Concepts and Principles(Stengel)

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Financial Reporting Standards: A Decision-Making Perspective for Non-Accountants (Doran)

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- Process Mapping and Management(Conger)

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Conducting Market Research for International Business (Cavusgil)

帐务管理

Strategic Cost Analysis (Hussey)

■ 市场策略

- Basics of Branding: A Practical Guide for Managers(Gronlund)
- Building a Marketing Plan: A Complete Guide(Wong)
- Developing Winning Brand Strategies (Finskud) Pricing Segmentation and Analytics (Bodea)

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An Overview of the Public Relations Function (Bowen) "

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- Business Models and Strategic Management: A New Integration (Newth)
- Fundamentals of Global Strategy: A Business Model Approach (de Kluyver)
- Grow by Focusing on What Matters: Competitive Strategy in 3-Circles (Urbany)
- Mergers and Acquisitions: Turmoil in Top Management Teams (Krug) "

■ 供应链服务和操作管理

- An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective (Prater)
- Global Supply Chain Management (Drake)
- Supply Chain Information Technology (Olson)
- Supply Chain Planning: Practical Frameworks for Superior Performance (Liberatore)

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出版物评价

图书: Business Planning and Entrepreneurship: An **Accounting Approach**

作者: Michael Kraten

"...practical guide to the functional elements that constitute a business plan and explains how these elements fit together...views the business plan components through the lens of "management accounting" and addresses six topical elements: the business model, volume estimation, cost estimation, revenue estimation, investment value, and risk management...antidote to the abundant business plan templates readily available on the Web, which are often fill-in-the-blanks exercises that discourage the comprehensive thought and analysis required to produce a solid business plan. Highly recommended."

—CHOICE Magazine

图书: A Practitioner's Guide to Public Relations Research, Measurement and Evaluation

获得奖项: 2011 National Communication Association PRIDE Best Textbook Award (2011 年 度最佳教科书奖,颁发单位: the PR Division)

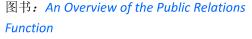
图书: Managing Employee Turnover: Dispelling Myths and Fostering Evidence-Based **Retention Strategies** 获得奖项:

· Outstanding Practitioner Publication Award,(2011 年度杰 出从业者出版物奖 , 颁奖单位:

OB Division of the Academy of Management)

· 2010 Outstanding Article Award (2010年度杰出论文奖,颁奖单

位: Academy of Management Perspectives)



作者: Shannon A. Bowen, Brad Rawlins, and Thomas Martin

"...impressive...lives up to aspirations of blending theory with practice by providing...essential, reader-friendly diagrams, avoiding jargon, and using inviting, available prose on the one hand, whereas being research driven, philosophically based, and thus penetrating...lessons of equal importance to students with a PR career orientation and to those professionals already learning the ropes from within."

—Journal of Communication

图书: Achieving Excellence in Management: Identifying and Learning from Bad Practices

作者: Andrew Kilner

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— W. Alan Randolph, PhD Director Center for Global Business Studies Professor of Leadership and International Business Merrick School of Business, University of Baltimore

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