

- 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。

### ■ BEP 电子图书数据库用户包括：

- ✓ 中国教育部外国教材中心
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- ✓ 美国北卡罗来纳大学教堂山分校(UNC)
- ✓ 美国普渡大学(Purdue University)
- ✓ 加拿大阿伯达大学(University of Alberta)
- ✓ 印第安纳州立大学(Indiana University)
- ✓ 杜克大学(Duke University)
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- ✓ 美国东北大学(Northeastern University)
- ✓ 美国罗格斯大学(Rutgers University)
- ✓ 美国内布拉斯加大学(University of Nebraska)
- ..... 等世界顶级高等院校商学院

### ■ BEP 是以下商业出版奖项的赞助商

- ✓ Business Expert Press Award (美国图书馆协会 (ALA) BRASS)
- ✓ Achievement in Academic Business Librarianship Award(专业图书馆协会 (SLA) B&F Division)

### ■ 数据库资源特点

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“我们试用过很多资源。但是我们认为长期以来所缺乏的，正是 BEP 所提供的由业内学术思想大师所著作的内容简明实用且易懂的图书。BEP 的出版物适用于高阶商科学生，可作为他们的职业培训及专业教育所用资源。”*—Michael Oppenheim, UCLA*

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*—Kay Oistad, Head of Reference and Business Librarian, Florida Gulf Coast University*

## 出版方向及代表出版物

### 巴布森学院企业家研究会议

- ◆ *Financing New Ventures: An Entrepreneur's Guide to Business Angel Investment (Gregson)*

### 企业沟通

- ◆ *Communication Strategies for Today's Managerial Leader (Roebuck)*
- ◆ *Corporate Communication: Tactical Guidelines for Strategic Practice (Goodman)*

### 企业管理

- ◆ *A Primer on Corporate Governance (de Kluver)*

### 经济

- ◆ *Economic Decision Making Using Cost Data: A Guide for Managers (Marburger)*
- ◆ *International Economics: Understanding the Forces of Globalization for Managers (Torelli)*
- ◆ *Managerial Economics: Concepts and Principles (Stengel)*

### 财务会计与审核

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

### 信息系统

- ◆ *Decision Support Basics (Power)*
- ◆ *Process Mapping and Management (Conger)*

### 国际经济

- ◆ *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)*

### 项目管理

- ◆ *Strategic Leadership of Portfolio and Project Management (Kloppenborg)*

### 公共关系

- ◆ *An Overview of the Public Relations Function (Bowen) "*

### 战略管理

- ◆ *Building Organizational Capacity for Change: The Leader's New Mandate (Judge)*
- ◆ *Building Strategy and Performance Through Time: The Critical Path (Warren)*
- ◆ *Business Intelligence: Making Decisions Through Data Analytics (Surma)*
- ◆ *Business Models and Strategic Management: A New Integration (Newth)*
- ◆ *Fundamentals of Global Strategy: A Business Model Approach (de Kluver)*
- ◆ *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)*

## 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: *An Overview of the Public Relations Function*

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: *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)

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

作者: Andrew Kilner

*"This unique approach of focusing on bad management and its negative aspects makes a stronger case for good management. Some of the many good examples could perhaps benefit from more detail. Extensions to international, ....."*

“本书针对糟糕管理及其负面影响的独特方法为卓越管理提供了强有力的案例支撑。书中的很多优秀的案例及细节分析让我获益良多。本书适用于国际领域,.....”

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