

MBA易学课本

*MBA Made Easy Series*

# 管理学课程精华集

*Management Made Easy*

中英文对照 English and Chinese

(澳) 尼格拉斯·撒母耳 著

Dr. Nicholas Samuel

黎平海 译

本书包括管理学纲要、  
组织行为学及战略管理三个主题，  
每个主题均以综合性的案例来展  
示管理理论的有用性。



暨南大学出版社



MBA易学课本

# 管理学课程精华集

*Management Made Easy*

中英文对照 English and Chinese

(澳)尼格拉斯·撒母耳 著

Dr. Nicholas Samuel

黎平海 译

暨南大学出版社

## 图书在版编目 (CIP) 数据

管理学课程精华集 / (澳) 撒母耳 (Samuel, D.N.) 著;  
黎平海译. — 广州: 暨南大学出版社, 2003.1

(MBA 易学课本)

书名原文: Management Made Easy

ISBN 7-81079-188-5

I. 管… II. ①撒…②黎… III. 管理学—教材—汉、英  
IV. C93

中国版本图书馆 CIP 数据核字 (2002) 第 078073 号

出版发行: 暨南大学出版社

---

地 址: 中国广州暨南大学

电 话: 编辑部 (8620) 85226205 85228986

营销部 (8620) 85225284 85228291 85220602 (邮购)

传 真: (8620) 85221583 (办公室) 85223774 (营销部)

邮 编: 510630

网 址: <http://www.jnupress.com> <http://press.jnu.edu.cn>

电 邮: [jnn@jnupress.com](mailto:jnn@jnupress.com)

---

排 版 暨南大学出版社排版中心

印 刷 湛江日报社印刷厂

---

开 本 890mm × 1240mm 1/32

印 张 13.875

字 数: 280 千

版 次: 2003 年 1 月第 1 版

印 次: 2003 年 1 月第 1 次

印 数: 1—3000 册

---

定 价: 25.00 元

---

(暨大版图书如有印装质量问题, 请与出版社营销部联系调换)

A decorative rectangular border with a repeating scroll-like pattern surrounds the central text.

# **CONSULTANT'S PREFACE**

顾 问 的 话

---

## **CONSULTANT' S PREFACE**

---

### ***The Book***

We recommend to readers this unique book for its superior benefits. Written by a chair professor with international accomplishments in the USA, UK, Australia, China, Sri Lanka, and other Asian countries, this book is different from all others that aim to teach management. It condenses the subject, uses comprehensive cases to demonstrate the practical relevance of theoretical principles, and provides side-by-side translations for better communication between author and readers. These attributes engender the following package of differentiating benefits:

- \* this book covers the entire subject in a fraction of the space taken by standard textbooks;

- \* this book uses theory to analyse the successes and failures of several companies;

- \* this book provides a side-by-side Chinese translation for better understanding of the English text.

The logical organisation of clearly stated management principles enables maximum learning with a minimum effort. Because this book presents core principles in a simplified manner, readers get intellectually equipped to cut through the clutter in voluminous standard text books. In addition to clearly stating



## 顾问的话

### 关于本书

我们谨向读者推荐这本独具特色并汇集了诸多优点的书。本书的作者是一位在美、英、澳大利亚、中、斯里兰卡和其他亚洲国家享有国际成就的主任教授。本书不同于其他讲授管理学的书，它浓缩了相关的主题内容，使用了综合案例来展示理论原理的实际脉络，并提供了逐段对应的中文翻译，便于作者和读者之间的沟通。这些特性包含了以下种种非同一般的优点：

\* 本书在标准教材的篇幅之中涵盖了这个主题的内容；

\* 本书运用理论来分析几家公司的成败；

\* 本书为更好地理解英文原文而提供了逐段对应的中文译文。

在严密的逻辑组织中对管理学进行晓畅地阐述，使读者得以付出极小的精力而获得极大的知识。由于本书言简意赅地揭示了核心原理，读者可在汗牛充栋的教材堆中找到一条用知识来武装自己的捷径。除了原理阐述晓畅明晰而外，本书也充分昭示了其应用当中的相关之处，同时辅之以文字与流程图，特别呈现

the principles, this book also makes their relationships readily apparent. A special effort has been made, using both words and flow charts, to show how the principles fit together. The book shows how some principles link with other principles, to lead incrementally and cumulatively to create frameworks for business decisions. Therefore, besides facilitating easy learning, the book would enable readers to cope more efficiently with standard English textbooks.

Comprehensive company cases are used to demonstrate the usefulness of theoretical principles for practical management decision-making. Readers are encouraged to regard management principles, not as ends in themselves, but as intellectual tools for achieving business success and avoiding business failures. The cases analyse both business successes and business failures to show how the observance of management principles are associated with favourable business outcomes, while their violation are associated with business risks. While the cases demonstrate the instrumental power of principles for management success, the exercises on the cases provide a detached evaluation of management behaviour for a deeper understanding of why and how such success occurred.

了这些原理是如何与实践相互联系的。本书对原理之间的关联也作了展示，步步深入地搭建起管理决策的框架。因而本书除了有利于阅读的方便而外，还让读者能够有效地应对其他种种标准的教材。

使用综合性公司案例来展示现实管理决策理论原理的有用性，并鼓励读者勿将管理原理视为自身之定论，而是作为获取经营成功和规避经营失败的知识工具。案例分析了经营成败以揭示遵循管理原理如何与有利的经营结果相关联，而反其道而行之又会如何遭遇风险。虽然案例昭示了管理成功原理的实用威力，而案例之后的练习则公正地评价了管理行为，以便更加深入地理解为什么和怎么会出现这些成功。



The ideas in the book have been expressed as simply as possible. This book is based on the proposition that every idea in management can be simply expressed for a general readership. While technical language (i.e. jargon) is a convenient shorthand for communication between professionals, it could constitute a barrier to communication between professionals and non-professionals. Hence, while this book treats the subject with rigour, the ideas have been simply stated to be within the understanding of even those persons lacking a high level of previous education.

### ***The Author***

This book has benefited from the qualifications and experience of its author, Dr Nicholas Samuel. Dr Samuel has a varied career in several countries, both inside and outside academia. He holds a Bachelor's Honours degree in Economics from the University of London, and Master's and Doctorate degrees from Michigan State University in the USA. Dr Samuel is the author of over 50 publications, including a book in applied economics.

For many years Dr Samuel was a Senior Policy Analyst and a Research Manager in policy and marketing for the Australian Government. Subsequently, as Chair Professor of Business and Marketing at the University of Adelaide, Dr Samuel was responsible for advancing the

本书的概念阐述得尽可能简便。本书所立足的前提就是，管理学的每个概念都可以简明扼要地予以表达，以利于大众阅读。虽然技术语言(即术语)在专业人士之间进行交流甚为便捷，而在专业人士与非专业人士之间进行沟通则构成了障碍。因而，本书对之进行了严格的处理，以便所述概念能够简洁明了地为那些甚至缺乏较高水准的前期教育的人士所理解。

### **关于作者**

本书受惠于作者尼格拉斯·撒母耳博士的资质与经验。撒母耳博士在各国学术界内外阅历甚广。他在伦敦大学获得了经济学荣誉学士学位，在美国密执安州立大学获得了硕士和博士学位。撒母耳博士推出了50多种出版物，其中包括应用经济学方面的书籍。

撒母耳博士多年来担任澳大利亚政府的政策与营销方面的政策分析师与首席研究员。随后在阿德赖德大学出任经营与营销学主任教授，通过跨国出书与创立和管理《澳、亚农业经营评论》这本第一产业的刊物(他是该刊的总编)，而推广经营与管理原理。

discipline of business and marketing through the authorship of several international publications as well as through the establishment and management of a leading industry journal the *Australasian Agribusiness Review*, of which he was Managing Editor.

Dr Samuel is the recipient of international awards for his research in the UK and China. In 1994, Dr Samuel was given expert status by the Chinese government for organising and managing the largest-ever market survey in China, which included interviews with 5 800 shoppers from Urumqi to Shanghai. In 1998, the Literati Club in the UK awarded Dr Samuel an award for excellence for publishing the outstanding paper of the year in *the International Journal of Retail Distribution and Management*.

Dr Samuel's international experience has enhanced his inter-cultural communication skills for the writing of this book for a Chinese readership. Dr Samuel has held visiting professorships in the USA, China, and Australia, and has undertaken collaborative research with the Chinese Academy of Sciences in Beijing. He has also undertaken collaborative research in Australia, China, Thailand, Indonesia, and Vietnam. He currently teaches marketing subjects at both the undergraduate and post-graduate levels in Australia, Hong Kong, and Singapore.

撒母耳博士的研究在英中两国获得过国际褒奖。1994年，中国政府以专家身份敦聘他组织与管理了中国有史以来最大的一次市场调查，其中涵盖了从乌鲁木齐到上海的5 800位购物者。1998年，因为他在《零售分销与管理国际杂志》上发表该年度的优秀论文而获得了英国利特拉惕俱乐部授予的杰出大奖。

撒母耳博士的国际经历为其专门为中国读者撰写本书提升了其跨文化的交流技巧。撒母耳博士在美、中和澳大利亚都担任过访问教授，并与北京的中国社会科学院进行过合作研究。他也曾在澳大利亚、中、泰、印尼和越南从事过合作研究。他目前在澳大利亚、香港和新加坡为本科生和研究生讲授营销学课程。

We hope that we have provided sufficient reasons for assuring learners about the quality and credibility of this book. We also hope this book will satisfactorily meet their needs.

**CONSULTANT**

Feona Lai MBA ( *Canberra* )

Hong Kong

Robbert Poon MBA ( *Canberra* )

Hong Kong

我们希望已经提供了充足的理由来让求学者确认本书的质量与可信度。我们也希望这本书将令人满意地满足求学者的需要。

**顾问**

**香港 黎淑芬**

**工商管理硕士(堪培拉大学)**

**香港 潘一平**

**工商管理硕士(堪培拉大学)**

---

## ***AUTHOR' S ACKNOWLEDGEMENTS***

---

This book is the outcome of an international joint venture project between persons based in Canberra, Hong Kong and Guangzhou. The initiative and idea for this book came from Ms. Feona Lai and Mr. Robbert Poon of Hong Kong, who considered comprehensive cases as providing powerful learning tools. Both Ms Feona Lai and Mr Robbert Poon have functioned as consultants to this project, providing helpful suggestions and guidance.

The success of this project also depended on the quality of the translation. For this we are grateful to Mr. Li Pinghai of Jinan University, Guangzhou, for an excellent job in skillfully translating the technical terms, and accurately communicating in Mandarin the nuances in the English text.

This book attempts something which we believe to be unprecedented (for reasons explained in the preface). Many technical problems emerged in providing the side-by-side translations in the printed script. The technical expert who helped overcome these problems was Mr. Robbert Poon of Hong Kong.

Finally, this book could not have been produced without the support of Mr. Wang XiaoTao and the



co-operation of Ms. Zhang Nannan for the Jinan University Press. I must acknowledge the initiative of Ms. Zhang Nannan for preparing to be bold in backing this innovative product.

Generally, I am pleased to make acknowledgement of the expertise and support of all participants in this international joint venture.

**Author : Dr Nicholas Samuel**

**The University of Canberra, 2002**

---

## 作者鸣谢

---

本书是由堪培拉、香港和广州的几位人士跨国合作的结晶。本书的缘起与创意来自香港的黎淑芬女士和潘一平先生，他们认为综合性案例可以为读者提供有力的知识工具。他们作为本书的顾问，提出了有用的建议与指导。

本书的成功也有赖于翻译的质量。因此我们感谢广州暨南大学的黎平海先生，他出色而娴熟地翻译了专用术语，并准确地用中文传达了英文原文中的微妙涵义。

我们认为，本书在某些方面作了开创性的工作(理由见《顾问的话》)。在印张中提供逐段对应的翻译出现了若干技术方面的问题，香港的潘一平先生作为技术编辑帮助解决了这些问题。

最后，本书若无暨南大学出版社张南南女士的合作与汪小涛先生的支持亦无望推出。我必须感谢张南