

英文影印版万国经济管理权威工具书系列

袖珍工商管理 大百科全书 (英文影印版)

THE POCKET INTERNATIONAL
ENCYCLOPEDIA OF
BUSINESS & MANAGEMENT

马尔科姆·沃纳 主编

EDITED BY MALCOLM WARNER

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序 言

人类即将进入 21 世纪，随着信息技术的高速发展和全球经济一体化的进程，知识经济已初露端倪。管理知识，作为运用各种可利用资源实现组织目标的经验的结晶，在经济发展中起着越来越重要的作用。目前，管理学科和管理实务发展的重要特点是国际化与本地化同步进行，新理论与新规则层出不穷。面对快速变化的世界，从事工商管理的企业家、管理人员、研究管理的学者、关注经济活动的政府官员及公众都迫切需要方便、快捷地掌握管理的基本理论、一般规律和运行机制，对常用的术语有一个统一的理解，以达到交流的目的。《工商管理大百科全书》就是应时代发展的要求而编纂的大型工具书，全书 500 多条目由世界各地的 500 多位知名学者在多年研究的基础上分别撰写，再经专家的编辑与努力于 1996 年出版了这套全书的英文版。全书共分 13 个领域，它们是：管理一般、管理教育、国际工商管理、企业战略、组织行为、人力资源管理、会计、财务与金融、市场营销、运筹学、制造管理与运作管理、信息管理与工商经济。在工商管理领域，这部百科全书的内容覆盖范围之广，查阅检索之方便，以及参与撰写的作者的国际性与权威性都是空前的。

在中国，社会主义市场经济体制的确立，为中国的管理与管理科学开辟了广泛的发展空间。朱镕基总理指出“管理科学，兴国之道”。这既为我国管理学科的发展明确了目标与要求，也是对从事管理工作与管理科学的同志的巨大鼓励和鞭策，体现了党和国家对管理及管理科学的高度重视。为了进一步促进我国经济的发展，管理工作者应该掌握市场经济的一般规律，熟悉其运行规则，紧密结合我国实际，使我国的管理学科水平及管理水平赶

超世界水平。这就要求我们应该大胆引进和借鉴世界各国先进的管理理论和方法，坚持以我为主、博采众长、融合提炼、自成一家原则，使我国的管理水平及管理学科水平上一个新台阶。

我们出版这套全书的英文影印袖珍本，旨在向我国从事管理理论和管理实务工作的广大管理人员、专家学者、教师及学生推出一套方便实用的工具书，并且期望这套原汁原味的国外管理科学工具书能提高读者的专业外语水平，有利于国际交流。

清华大学经济管理学院第一副院长 赵纯均

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