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工商管理经典教材·英文影印版
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STRATEGIC BRAND MANAGEMENT

战略品牌管理

创建、评估和管理品牌资产

(第2版)

MANAGEMENT
Building, Measuring, and Managing Brand Equity
(Second Edition)

Kevin Lane Keller 凯文·莱恩·凯勒 著

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中国人民大学出版社从 1996 年开始系统地引进国外工商管理教材,推出了“工商管理经典译丛”。该套译丛所选的都是国外商学院反复再版的经典教材。这些教材的出版,不仅引领了国内引进翻译国外工商管理著作的潮流,满足了国内商学院选用教材的需要,而且其所提供的新的管理知识和理念在实践中极大地提高了我国工商管理的水平。

为了强化这套书的品牌,近年来我社在以下几个方面做了更深入的工作。

一、及时跟踪翻译出版已有版本的后续版。我们最先引进的教材在国外都是一版再版,原作者不断追踪管理学科理论的最新发展,并追踪瞬息万变的管理实践,将前沿理论、最新案例不断补充到教材中。我们将在今后陆续推出《管理学》、《管理经济学》、《组织行为学》、《人力资源管理》等书的最新版,使国内读者能与国外读者同步领略世界管理大师的最新风采。

二、在原有核心课程教材的基础上,按照专业细分,适时推出它们的子系列,如:市场营销系列、跨国企业管理系列、国际质量管理系列等。

三、选择部分教材,出版英文影印版。为了满足高校管理学教学中推行双语教学的需要,我社聘请了熟悉国内外教学和学科发展的专家,从欧美现行教材中遴选、引进了一批具有国际领先水准的英文原版教材,以影印形式出版,供开设相应课程的高等学校选用。

四、引进出版与教材配套的教辅材料。我们引进的经典教材,其英文原版大部分都配有教师用书、光盘、学生用书等。对学生用书,我们会翻译出版;对教师用书等教辅材料,我们将根据教师填写的反馈表,通过网络或邮寄等形式免费向使用教材的教师提供。

“出教材学术精品,育人文社科英才”是我们的出版理念。希望通过我们的努力,不断推出更多更好的经济和管理类出版物,推动我国工商管理教育的发展,提升我国工商管理的实践水平,并培育出一批能为我国经济和社会发展做出杰出贡献的职业经理人。

中国人民大学出版社

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