

目 录

Unit 1	Business Ethics	1
	Text A Only the Ethical Survive	4
	Text B The Recovery of Trust: A Case Study of Siemens	16
Unit 2	Business Management	26
	Text A What Makes an Effective Executive	28
	Text B Great Managers Understand Their People	42
Unit 3	Economy Watch	51
	Text A Exploring a New Path of Poverty Alleviation	54
	Text B Business of Fragrance Blooms in Rural Villages, Enhancing Profits and Lifestyle	68
Unit 4	Money & Investment	79
	Text A The Descent of Money	80
	Text B Investment Diversification: A Story of China Investment Corporation	93
Unit 5	Clean Energy	105
	Text A How to Jump-Start the Clean-Tech Economy	107
	Text B China's Plan to Cut Coal and Boost Green Growth	122
Unit 6	Market Expansion	131
	Text A How to Conquer New Markets with Old Skills	132
	Text B The Rise of Emerging Market Multinationals	146

Unit 7	Human Resources	157
	Text A A Fresh Perspective: Employee Benefits as a Strategic Business Investment	159
	Text B Human Resources Management in Organizations	173
Unit 8	Division of Labor	185
	Text A Of the Division of Labor	187
	Text B Application of Work Division: A Case Study of Ford Company	199
Unit 9	Decision Making	206
	Text A What AI-Driven Decision Making Looks Like	207
	Text B Strategic Decisions: When Can You Trust Your Gut?	220
Unit 10	Business Negotiation	232
	Text A Negotiation Styles	233
	Text B How to Succeed When Working with Tactical Negotiators	249