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德鲁克书信及其评论

摘 要: 本文展示了管理学大师彼得·德鲁克关于管理研究和管理教育的洞见和成就,由两部分组成:(1)德鲁克针对《经济学人》1994年10月1日的相关报道写给《经济学人》编辑的一封信,系全球首次公开披露;(2)知名管理学者王光丽、赵曙明、陈春花、李平团队等就德鲁克的信件所做的评论。本文对于中国本土管理研究和管理教育的创新有重要启示意义。

关键词: 德鲁克;管理研究与实践;博雅管理;知行合一;经济学人

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<http://www.drucker.institute/drucker-archives/>

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Peter Drucker Salvationist

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50 Years of Consumer Behavior: Evolution and Overthrow

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Abstract: In 21st century, the basic structures of business and society have been overthrown by digitization and intellectualization. Changes in consumers are the primary cause of these changes. As the basis of marketing, marketing management, brand management, and strategic management, consumer behavior is facing a big challenge after half century development. There are two main parts in this paper. The first part reviews the evolution of consumer behavior in 50 years, and then the second part gives the sketch of digital consumer behavior which reflects the mutation of consumer behavior. At the end, it makes simple prospects.

Key words: history of consumer behavior; consumer behavior; evolution; digital

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Drucker's Letter and Its Comments

Abstract: This paper consists of two parts to highlight the greatest guru of management, Peter Drucker, about his unique insights and achievements about management research and education: (1) a letter from Drucker to the editor of The Economist concerning its report about Drucker on October 1st 1994; this letter is published for the first time in the world; (2) the comments from several management scholars including Julia Wang, Shuming Zhao, Chunhua Chen, and Ping Li and his team regarding the letter by Drucker. This paper has significant implications for the innovation of Chinese indigenous management research and education.

Key words: Peter Drucker; management research and practice; management as a liberal art; the unity of knowledge and action; The Economist