

MPA: MODUL LA201ZK - DOPORUČENÁ LITERATURA

NÁZEV MODULU (ČJ, AJ) VEDOUCÍ MODULU	DOPORUČENÁ LITERATURA
<p style="text-align: center;">ŘÍZENÍ STRATEGIE A ZDROJŮ V INSTITUCÍCH VEŘEJNÉ SPRÁVY</p> <p style="text-align: center;">MANAGING STRATEGY AND RESOURCES IN PUBLIC ADMINISTRATION INSTITUTIONS</p> <p>doc. Ing. Ladislav Janíček, Ph.D., MBA</p>	<ul style="list-style-type: none"> • Slavík Jakub: Marketing a strategické řízení ve veřejných službách; Grada Publishing 2014 • Johnson, G. and Scholes, K. Exploring Corporate Strategy: Text and Cases. 6th edition. London: FT Prentice Hall, 2002 • Joyce, P. and Woods, A., Strategic Management. London: Kogan Page, 2001 • Kay, J. A., Foundation of Corporate Success. Oxford: Oxford University Press, 1993 • Porter, Michael E, Competitive Advantage; Creating and Sustaining Superior Performance, The Free Press, 1985 • Porter, Michael E, Competitive Strategy; Techniques for Analysing Industries and Competitors, The Free Press, 1980 <p>DALŠÍ DOPORUČENÁ LITERATURA:</p> <ul style="list-style-type: none"> • Adler, N. J., International Dimensions of Organisational Behaviour, 3rd international edition, International Thompson Publishing, 1997 • Bartlett C. and Ghoshal S., Managing Across Borders, the Transnational Solution, Hutchinson Business Books • Drucker, Peter F., Managing for the Future, Butterworth Heinemann, London, 1992 • Handy, Charles The Age of Unreason, Arrow, 1990 • Levitt, Theodore, Innovation in Marketing: New Perspectives for Profit and Growth, McGraw Hill, 1962 • Pascale, Richard, Managing on the Edge. How Successful Companies Use Conflict to Stay ahead Penguin Books, 1991 • Pascale, Richard and Athos, Anthony G., The Art Japanese Management, Simon & Schuster, 1981 • Peters, Thomas J. and Waterman, Robert H., In Search of Excellence- Lessons from America's Best-run Companies, Harper & Row, 1982 • Peters, Thomas J. and Austin, Nancy K, A Passion for Excellence, Random House, 1985 • Pinchot, Gifford III, Intrapreneuring, Harper & Row, 1985 • Tzu, Sun, The Art of War, Hodder and Stoughton, 1981