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王赫 @ 山东大学 (威海)

五月二十六日

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▲ 00178012	HARVARD BUSINESS REVIEW	28866	12647	16218	0	3	129	15
00077135	Business Week	8084	0	8084	0	2	66	7
00130613	Economist	2951	0	2951	0	0	40	2
00475394	McKinsey Quarterly	2428	292	2136	0	0	19	1
15259595	Harvard Management Update	1567	501	1066	0	0	4	1
00222437	Journal of Marketing Research (JMR)	1505	1105	400	0	1	9	
00014273	Academy of Management Journal	1500	871	629	0	0	4	
00018392	Administrative Science Quarterly	1209	758	451	0	2	10	
00158259	Fortune	1201	0	1201	0	2	29	1
00107174	Consumer Reports	1187	989	198	0	2	157	
ERICEDRS	ERIC Documents on EDRS	1183	0	1183	0	0	4121	13
00156914	Forbes	1114	0	1114	0	0	15	
00221082	Journal of Finance	1093	1057	36	0	52	57	

读者行为分析

- 以出版品浏览篇数多寡排序, 列出前十(或五)种最常被浏览的期刊(杂志)

- #1. HARVARD BUSINESS REVIEW (28,865)
- #2. Business Week (8,084)
- #3. Economist (2,951)
- #4. McKinsey Quarterly (2,428)
- #5. Harvard Management Update (1,567)
- #6. Journal of Marketing Research (JMR) (1,505)
- #7. Academy of Management Journal (1,500)
- #8. Administrative Science Quarterly (1,209)

注: 前两本应是有读者定期在浏览, 而非仅是在数据库内检索而已

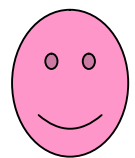
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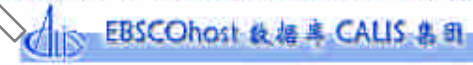
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Publication Details for "Harvard Business Review"

Title: Harvard Business Review

ISSN: 0017-8012

Publisher Information: Harvard Business School Publication Corp. 300 North Beacon Street Watertown Massachusetts 02472 United States of America http://www.hbr.org

Bibliographic Records: 10/01/1922 to present

Full Text: 10/01/1922 to present

Link to this Journal: http://search.epnet.com/login.aspx?direct=true&db=buh&jid=HBR

Publication Type: Academic Journal

Subjects: Management; Psychology & Psychiatry; Psychology for Business; Philosophy

Description: Written for upper level management. Presents analysis of management problems and helpful commentary on advanced thinking and practice in all fields of management and administration.

Frequency: 12

Peer Reviewed: Yes

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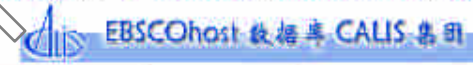
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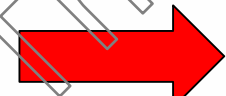
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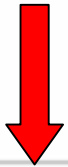
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Bibliographic Records: 10/01/1922 to present

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Alert Name: Harvard Business Review
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2.	In Praise of Uncertainty Harvard Business Review, May2005, Vol. 83 Issue 5, p18, 3p; (AN 16951379) http://search.epnet.com/direct.asp?AN=16951379&db=buh



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Title: Practice Makes Perfect.

Authors: Stewart, Thomas A.

Source: Harvard Business Review; May2005, Vol. 83 Issue 5, p10, 1p, 1i

Document Type: Article

Subject Terms: *BUSINESS *RESEARCH *BUSINESS planning *BUSINESS schools *CAPITALISTS & financiers *CONSOLIDATION & merger of corporations *CORPORATIONS -- Growth *TECHNOLOGY

Company/Entity: COMPAQ Computer Corp. DUNS Number: 003898733 Ticker: CPQ HEWLETT-Packard Co. DUNS Number: 00912532 Ticker: HWP XEROX Corp. DUNS Number: 049691852 Ticker: XRX

NAICS/Industry Codes: 61141 Business and Secretarial Schools 523999 Miscellaneous Financial Investment Activities

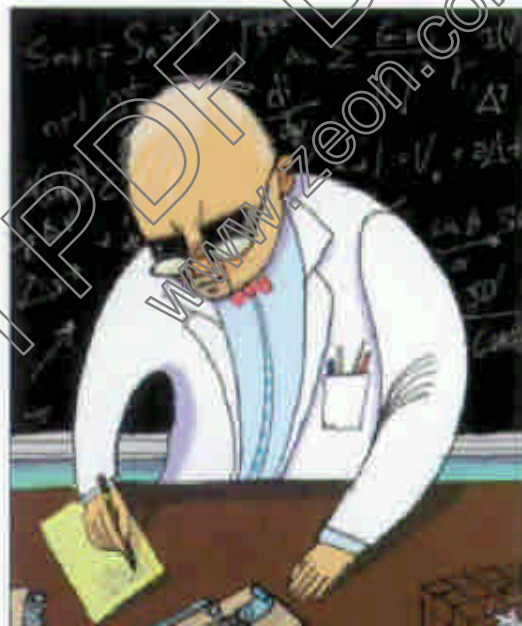
People: HAMEL, Gary FIORINA, Carly CHRISTENSEN, Clay

Abstract: This article presents a forward to the May issue of "Harvard Business Review." Companies have trouble avoiding two obstacles on their way to growth. One is the fact that three out of four mergers fail to deliver the expected results. There's a reason "tombstones" is the name for business-section advertisements placed by investment bankers after a deal--a reason demonstrated by the dismissal of Hewlett-Packard's CEO Carly Fiorina, who orchestrated that company's acquisition of Compaq. Second, time and again established firms fail to create breakthrough new businesses. Cantinnav tales about this problem, such as Xerox's



Practice Makes Perfect

COMPANIES NEVER seem to avoid two potholes on the road to growth. One is the daunting datum that three out of four mergers fail to deliver the results their advocates expected. There's a reason "tombstones" is the name for those business session advertisements placed by investment bankers after a deal—a reason demonstrated by the recent dismissal of



tice, build to a hypothesis about why it works, then test the hypothesis.

Please reread the last sentence. It's important. The word "practice" is important. Our mission at HBR is to improve the practice of management and its impact in a changing world. We, like the business school that birthed us and owns us, believe that understanding business begins with cases in

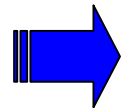
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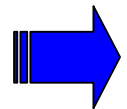
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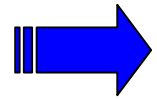
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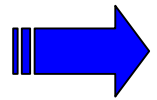
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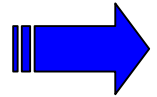
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- 19. Income distribution, socioeconomic status, and self rated health in the United States: Multilevel analysis; Kennedy, B. P., Kawachi, I., Glass, R., Prothrow-Stith, D.; BMJ; 1996 Vol. 317, p917-921, 5p. Document Type: Article Citation, (AN B.CAG.IAG.KENNEDY.IDSSSR) [Citation Record]

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4. [Individual, household and neighborhood socioeconomic status and mortality: a study of absolute and relative deprivation.](#) By: Jaffe, Dena H.; Eisenbach, Zvi; Neumark, Yehuda D.; Manor, Orly. Social Science & Medicine, Mar2005, Vol. 60 Issue 5, p989, 9p; DOI: 10.1016/j.socscimed.2004.06.047; (AN 15583693)

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