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**中文书名：《经济学人指南：管理理念与大师》**

**英文书名：The Economist Guide to Management Ideas and Gurus**

**作 者：****Tim Hindle**

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**内容简介：**

 这部指南深具洞察力，其精装版在全球广受欢迎，在过去的百年中，书中最有效的想法曾影响过商业管理领域。不仅如此，本书还包括了过去和现在最具影响力的商业思想家的条目。想法方面的条目有：活跃的惯性；颠覆性技术；现地现物确认（日本人称之为“自己去看看”）；晕轮效应；长尾理论；帕累托原则；六标准差；特殊团队；SWOT分析法；见微知著；引爆点；三重底线。

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**蒂姆·辛德（Tim Hindle）**在管理与商业领域出版过一些畅销书。他做过《经济学人》商业与管理版的编辑，创办了《欧洲商业》。目前，他也是*Director*杂志的编辑。

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