

155 - 1

淡江大學 96 學年度碩士班招生考試試題

系列：管理科學研究所

科目：管 理 學

准帶項目請打「V」

簡單型計算機

本試題共 / 頁

問答題：(請一律以中文作答)

- 一、請描述何謂「長尾理論」？這一個理論與以往類似的理論有何異同之處？
- 二、Eric Abrahamson and David, H. Freedman published a book titled "A Perfect Mess" in 2006. What do you think about their perspectives? What implications you might get from their propositions?
- 三、請略述你對鴻海、臺積電、台塑的瞭解程度。
- 四、Please comment on the following statement:

"The phenomenal growth of English as a linguistic platform has been met with skepticism by some commentators, many of who are fluent English Speakers themselves. They see it as a further symptom of the dominance of America and American values in the world. If English is the language of globalization, this proves to them that globalization is a cover of Americanization." (Kenichi Ohmae, The Next Global Stage, p. 133)