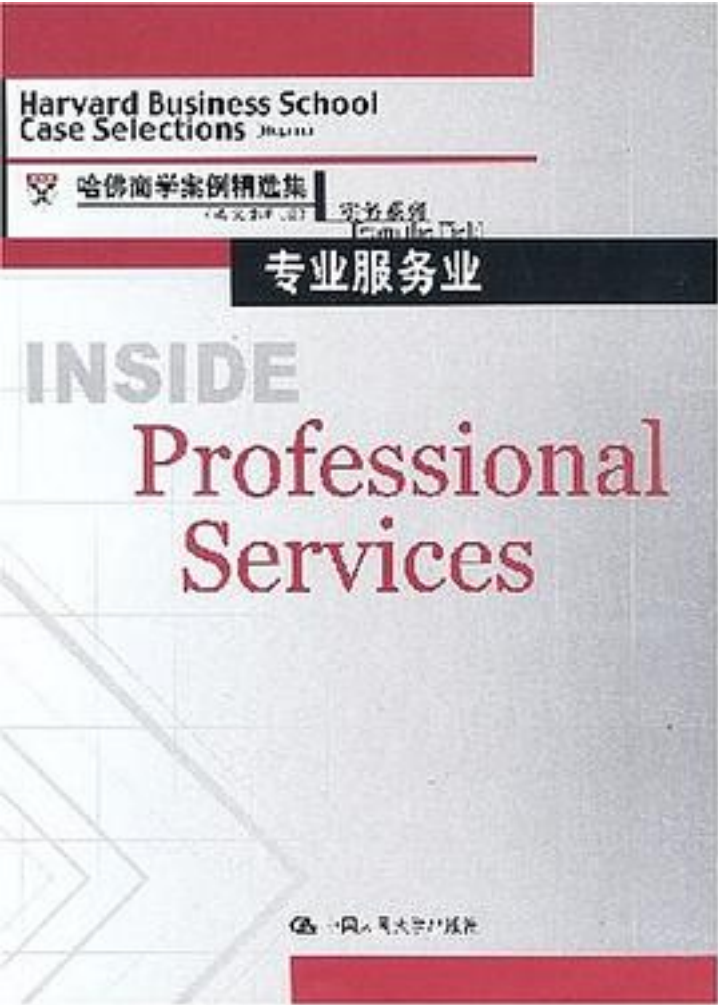


# 专业服务业



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著者:A·南达 编

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Welcome to entry in the From the Field series of case collections from HBS

Publishing. We have three main objectives for this series:

To enrich readers' understanding of business by presenting coherent collections of field-based research published by Harvard Business School. Understanding business involves much more than earnings reports and news headlines. It means understanding how managers perceive and analyze the complex challenges their companies face and the strategies and tactics they devise in response. For nearly a century HBS has been researching the world of managers from inside companies and delivering their stories to facilitate superior teaching and learning. You won't find easy answers or quick fixes in these cases, but you will discover balanced, and the intelligent professionals who-like you-are trying to cope with them.

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## 评论

没有兴趣看，很多实务系列的东西，但是贝恩仔细的星云领导真的是让我大开眼界。

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