

Harvard Business Review on Managing High-Tech Industries



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Book Description

This book, written by leading minds, presents landmark ideas in an easily accessible format. From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, "The Harvard Business Review Paperback Series" delivers the fundamental information today's professionals need to stay competitive in a fast-moving world. High-tech industries face a unique set of challenges in bringing their ideas to market. "Harvard Business Review on Managing High-Tech Industries" collects key ideas featured in "The Harvard Business Review" that will help high-tech executives stay competitive throughout the entire process of taking a cutting-edge concept from the drawing board to the marketplace. This is a "Harvard Business Review" paperback.

About HBR

Harvard Business Review is a general management magazine published since 1922 by Harvard Business School Publishing, owned by the Harvard Business School. A monthly research-based magazine written for business practitioners, it claims a high ranking business readership and enjoys the reverence of academics, executives, and management consultants. It has been the frequent publishing home for well known scholars and management thinkers, among them Clayton M. Christensen, Peter F. Drucker, Michael E. Porter, Rosabeth Moss Kanter, Gary Hamel, C.K. Prahalad, Robert S. Kaplan, and others. Management and business concepts and terms such as "Balanced scorecard," "Core competence," "Strategic intent," "Reengineering," "Globalization," "Marketing myopia," and "Glass ceiling" were first given prominence in HBR's pages. Its worldwide English-language circulation is 240,000, and there are 11 licensed editions of the magazine, including two Chinese-language editions, a German edition, and an English-language South Asia edition. The magazine is editorially independent of Harvard Business School. It is not peer reviewed.

Book Dimension

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