

Harvard Business Review on Strategic Alliances



[Harvard Business Review on Strategic Alliances_ 下载链接1](#)

著者:Na

出版者:Harvard Business Press

出版时间:2002-02-26

装帧:Paperback

isbn:9781591391333

The Harvard Business Review Paperback Series is designed to bring today's managers and professionals the fundamental information they need to stay competitive in a fast-moving world. From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, here are the leading minds and landmark ideas that have established the Harvard Business Review as required reading for ambitious businesspeople in organizations around the globe. A first time collection of classics and best new thinking on how to build and manage strategic business relationships, this book features articles by well-known authors such as Rosabeth Moss Kanter and Gary Hamel. This important volume provides a broad and diverse look at strategic alliances, including why and how they provide strategic advantage, the counterintuitive logic behind allying with your competitors, and how to effectively build and maintain cross-border alliances.

作者介绍:

目录:

[Harvard Business Review on Strategic Alliances_下载链接1_](#)

标签

管理

HBR

评论

常读常新，但选取的文章大多为90年代之前的了。

[Harvard Business Review on Strategic Alliances_下载链接1_](#)

书评

[Harvard Business Review on Strategic Alliances_下载链接1](#)