

# 战略管理



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著者:汤姆森二世

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本书是美国最新、最权威的战略管理教材《战略管理：概念与案例》的缩减版，全书不仅保留了原主教材的全部精华内容，使理论体系保持完整，且减少篇幅，更便于读者使用的阅读。本书有丰富的案例内容和齐全的教辅资料，读者可以充分利用网络资源，尤其是在线模拟训练工具，在深入探讨战略的理论、原则和分析方法的同时，获取教材里和教室内学不到的实践经验。本书适合高校本科高年级学生、工商管理专业研究生、工商管理硕士（MBA）研究生和在职工商管理硕士（EMBA）研究生“战略管理”课使用。除此之外，本书对企业管理人员在职培训也是一本不可多得的参考书。

Arthur A. Thompson, Jr. earned his BS and PhD degrees in economics from the University of Tennessee in 1961 and 1965, respectively; spent three years on the economics faculty at Virginia Tech; and served on the faculty of the University of Alabama's College of Commerce and Business Administration for 24 years. In 1974 and again in 1982, Dr. Thompson spent semester-long sabbaticals as a visiting scholar at the Harvard Business School.

His areas of specialization are business strategy, competition and market analysis, and economics of business enterprises. He has published over 30 articles in some 25 different professional and trade publications and has authored or co-authored five textbooks and four computer-based simulation exercises.

Dr. Thompson and his wife of 42 years have two daughters, two grandchildren, and a Yorkshire terrier.

Jonh E. Gamble is currently Chairman of the Department of Management and Associate Professor of Management in the Mitchell College of Business at The University of South Alabama. His teaching specialty at USA is strategic management and he also conducts a course in strategic management in Germany through Ludwigshafen/Worms, the State of Rhineland Westphalia, and the University of South Alabama.

Dr. Gamble's research interests center on strategic issues in entrepreneurial, health care, and manufacturing settings. His work has been published in such scholarly journals as Journal of Business Venturing, Journal of Labor Research, Health Care Management Review, and Labor Studies Journal. He is the author or co-author of more than 20 case studies published in various strategic management and strategic marketing texts. He has done consulting on industry and market analysis and strategy formulation and implementation issues with clients in public utilities, technology, non-profit, and entrepreneurial businesses.

Professor Gamble received his Ph.D in management from the University of Alabama in 1995. Dr. Gamble also has a bachelor of Science degree and a Master of Arts Degree from The University of Alabama.

作者介绍:

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