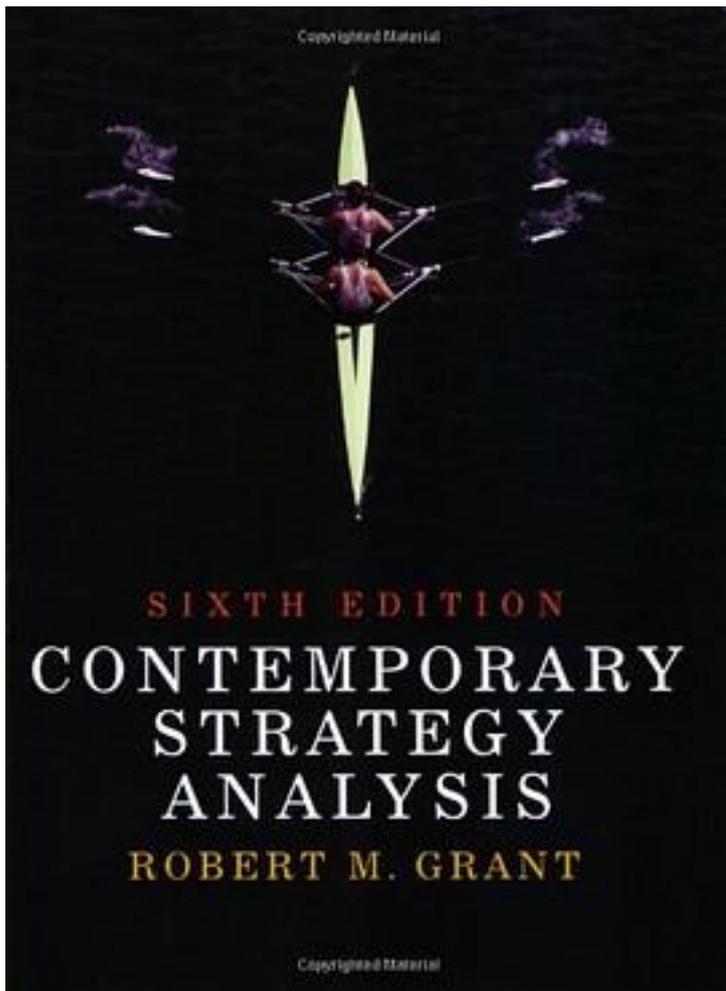


Contemporary Strategy Analysis



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著者:Robert M. Grant

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Currently one of the best-selling strategy texts for advanced undergraduates and MBA students, Contemporary Strategy Analysis has gained widespread recognition for its

rigorous approach to business strategy analysis. Contemporary Strategy Analysis introduces students to the fundamental concepts and principles of strategy. The text reflects current academic thinking and management practice, and gives students the tools they need to formulate and implement strategies in order to enhance the performance of the organizations that they join. Now in its fourth edition, this exciting text has been thoroughly revised and updated.

Special features of the fourth edition include: increased coverage of value creation in electronic commerce and the strategy implications of information technology a new section on the "New Economy" and what it means for competition and profit the incorporation of recent contributions to strategy theory and strategy practice including: - the creation and development of organizational capability

- winner-takes-all markets

- network externalities and competition for standards

- complexity and self-organization

- strategic innovation the relating of analytical frameworks to their real-world business applications revised figures and applications, making the book even more user-friendly for both instructors and students.

作者介绍:

罗伯特·M·格兰特是乔治敦大学 (Georgetown University) 的管理学教授, 伦敦城市大学 (City University) 的客座教授。他是《战略管理期刊》 (Strategic Management Journal) 和《长期规划期刊》 (Long Range Planning) 编辑委员会成员。他的商业经历包括生产猪肉馅饼 (卡夫食品公司) 和翻新轮胎 (凡世通公司) 以及向美国运通、ENI和其他公司提供战略咨询。

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标签

Strategy

战略

Tuck

TextBook

MBA

Competitive_Corporate_Strategy

评论

This is more like a text book for the real corporate world exercise.

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书评

去年看了一本《现代竞争分析》，简直就是给我打开了一扇新的大门。从那里面我了解到了波特五力、进入壁垒、垂直一体化，后来又扩展着了解了些博弈论的知识。这些知识让我看待一些事情上有了不同的维度。比如为什么有的行业看着利润超级高，但是却没有什... 潜在进入者。为什...

谁有现代战略分析这本书的，我很需要，请和我联系，qq号1063385306，急需，愿意高价购买，新旧无所谓
谁有这本书的，我很需要，请和我联系，qq号1063385306，急需，愿意高价购买，新旧无所谓
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This text book is used by top US business school for the strategy course.

正在苦读这本译作,确实很"苦"啊!!有时候看着看着就被某一长句卡住.作为一个纯中国血统的孩子,自认为语文基础不差,起码一个长句,我还是有那个实力辨别出主、谓、宾、定

、状、补,以达到明其意、晓其理.对于译者的翻译能力我不加褒贬,只是这种"原汁原味",着实让我觉得自己很"肤浅"...

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