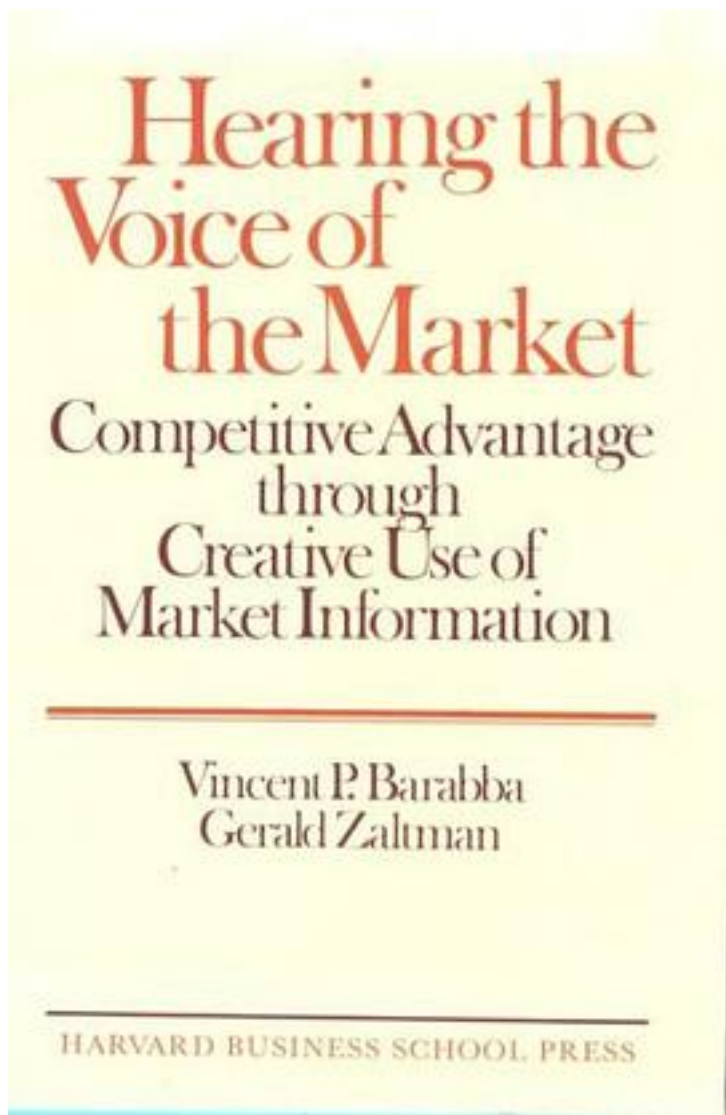


Hearing the Voice of the Market



[Hearing the Voice of the Market_下载链接1](#)

著者:Vincent Barabba

出版者:Harvard Business School Press

出版时间:1991-02

装帧:Hardcover

isbn:9780875842417

Hearing the Voice of the Market provides a detailed plan that enables managers throughout the organization to make more frequent and better use of market information. The book shows managers how to develop the two capabilities that distinguish the successful, market-oriented firm--competent curiosity, and competent knowledge use. The two are closely linked: inadequate information cannot be used well, and sound information is wasted if it is utilized poorly. Includes experiences and insights of the many managers and researchers cited in the text. Readers will learn how to create an environment in which managers are inquisitive about their markets, are able to satisfy their curiosity with real market information, and can make knowledge-based decisions that lead to success.

作者介绍:

目录:

[Hearing the Voice of the Market_下载链接1](#)

标签

评论

[Hearing the Voice of the Market_下载链接1](#)

书评

[Hearing the Voice of the Market_下载链接1](#)