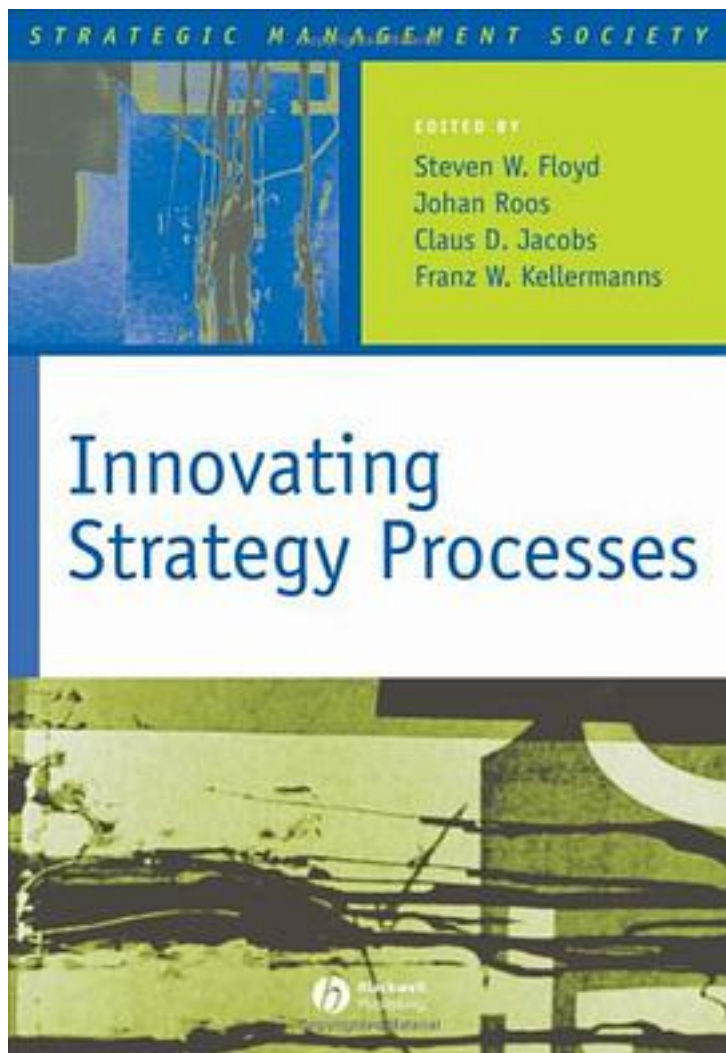


# Innovating Strategy Processes



[Innovating Strategy Processes\\_ 下载链接1](#)

著者:Floyd, Steven W. (EDT)/ Roos, Johan (EDT)/ Jacobs, Claus D. (EDT)/ Kellermanns, Franz W. (EDT)

出版者:Blackwell Pub

出版时间:2005-2

装帧:HRD

isbn:9781405129398

Innovating Strategy Process presents a series of reflective essays by established and emerging scholars on the subject of innovation, considering it both as an outcome of strategy and as a process in itself. Contains new ideas and rich case descriptions that will trigger creative thinking about how to design a more innovative strategy process. Offers new conceptual frameworks for analyzing and designing strategy process. Addresses cutting-edge topics, such as play as the means and art as the impetus for strategy-making; the role of emotion in new venture decision-making; and science and entrepreneurship as a source of innovative strategies. Signals the future direction of the field.

作者介绍:

目录:

[Innovating Strategy Processes\\_ 下载链接1](#)

标签

评论

-----  
[Innovating Strategy Processes\\_ 下载链接1](#)

书评

-----  
[Innovating Strategy Processes\\_ 下载链接1](#)