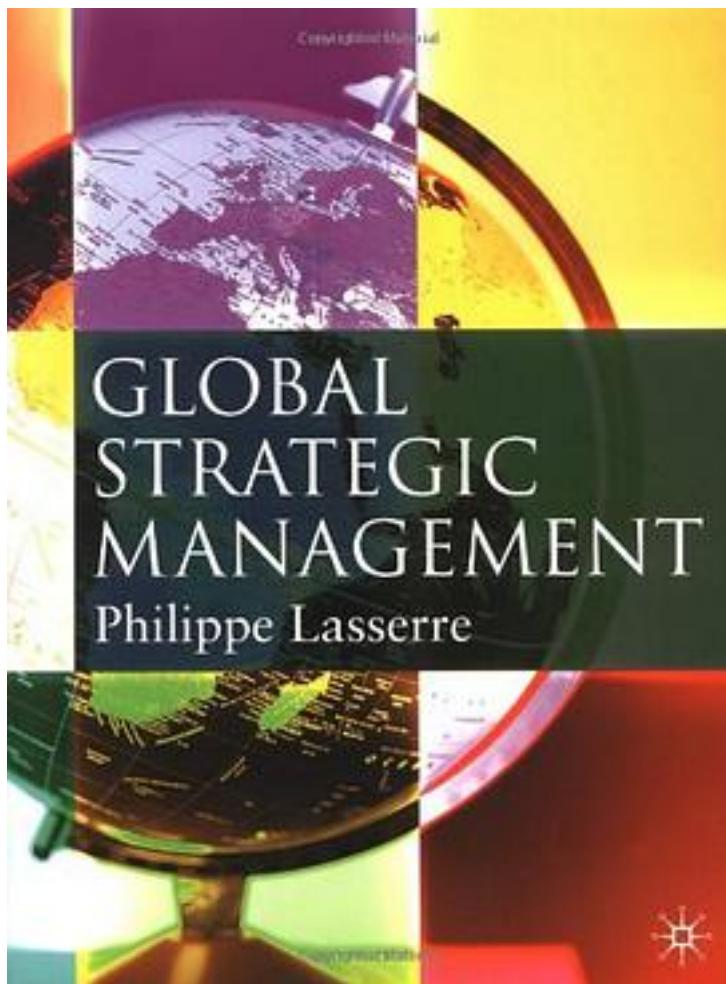


# Global Strategic Management



[Global Strategic Management\\_下载链接1](#)

著者:Mellahi, Kamel/ Frynas, Jedrzej George/ Finlay, Paul N.

出版者:Oxford Univ Pr

出版时间:2005-6

装帧:Pap

isbn:9780199266159

Global Strategic Management is a core textbook for International and Global Strategy courses, and is suitable as a supplementary text for strategic management or

international business courses. This text is the first to offer a truly global, as opposed to multinational, perspective on strategy. It covers both traditional strategic management topics, and new topics, such as corporate social responsibility and new technologies. Global Strategic Management gives the student a thorough understanding of the wide range of theories and research available in this field, while providing both mini-cases and full-length cases of successful global companies from the United States, Europe and emerging economies, such as India. ONLINE RESOURCE CENTRE For lecturers: suggested answers to discussion questions and case questions, PowerPoint slides. For students: links to web sites of interest.

作者介绍:

目录:

[Global Strategic Management 下载链接1](#)

标签

评论

---

[Global Strategic Management 下载链接1](#)

书评

---

[Global Strategic Management 下载链接1](#)