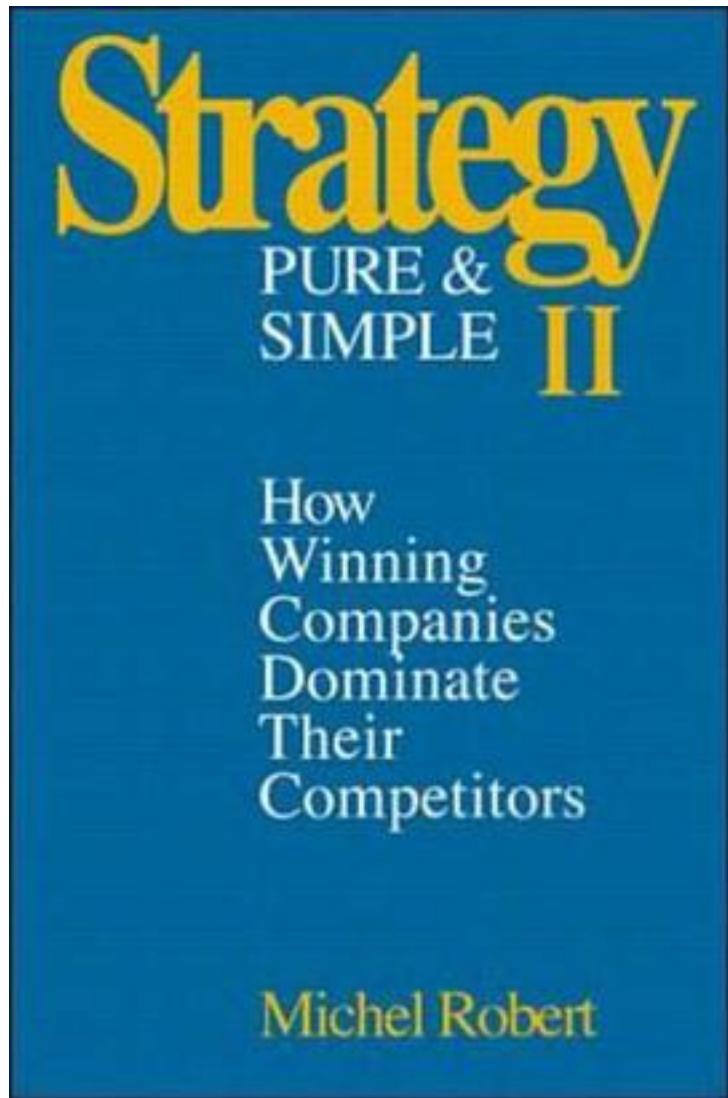


## Strategy Pure & Simple II



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著者:Michel Robert

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Drawing on his 20 years of pioneering research and work with some 400 top companies, Robert offers today's executives guidance in strategy formulation, implementation, and deployment. Filled with examples drawn from the experiences of today's commercial leaders and interviews with CEOs of companies in a variety of industries, this updated edition of a revolutionary and inspiring best seller offers a sure-fire process of strategic thinking that's been tested and refined in the "war rooms" of America's most successful corporations.

作者介绍:

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标签

美国

战略

商业

评论

老板让看的一本书。主要集中讨论的是企业战略的选择问题。作者是咨询行业的人，举了很多自己做过的或者行业内的case来佐证自己的观点。

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