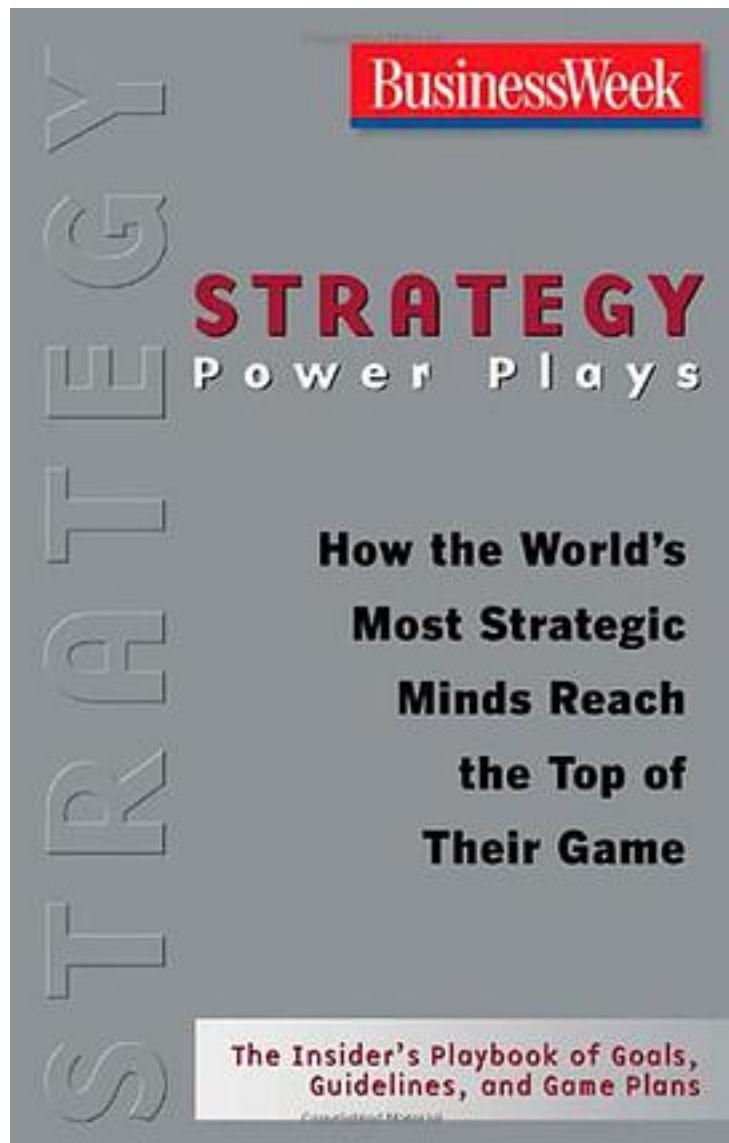


Strategy Power Plays



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著者:BusinessWeek

出版者:McGraw-Hill

出版时间:2006-12

装帧:Paperback

isbn:9780071475600

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The Last Word in Success from the First Name in Business The new Power Plays series from BusinessWeek analyzes the hard-hitting, highly focused insights from the biggest power players in business, such as Warren Buffett and Steve Jobs, on a range of topics essential for success in today's competitive market. Each book includes real case studies, proven strategies, and the keen industry insight that has made BusinessWeek the world's number-one authority. Each specialized playbook showcases the top industry leaders and headline-making success stories that everyone wants to know about-and learn from Features the wisdom of top business power players, including Jack Welch, Steve Jobs, Ken Chenault, and Bill Weldon Packed with best-practice sidebars, call-outs, how-to strategies, to-do lists, and insider advice in a breezy, no-nonsense style Arms managers and executives with tools they can put to work immediately Each book will include interactive features and downloads on BusinessWeek.com HARNESS THE POWER of the MOST VALUABLE PLAYERS IN BUSINESS! This hands-on guide shows you how to create a plan for real results. It includes Marissa Mayer's bold plans for Google, Bill Weldon's roadmap for keeping Johnson & Johnson on top, and other famous success strategies.

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