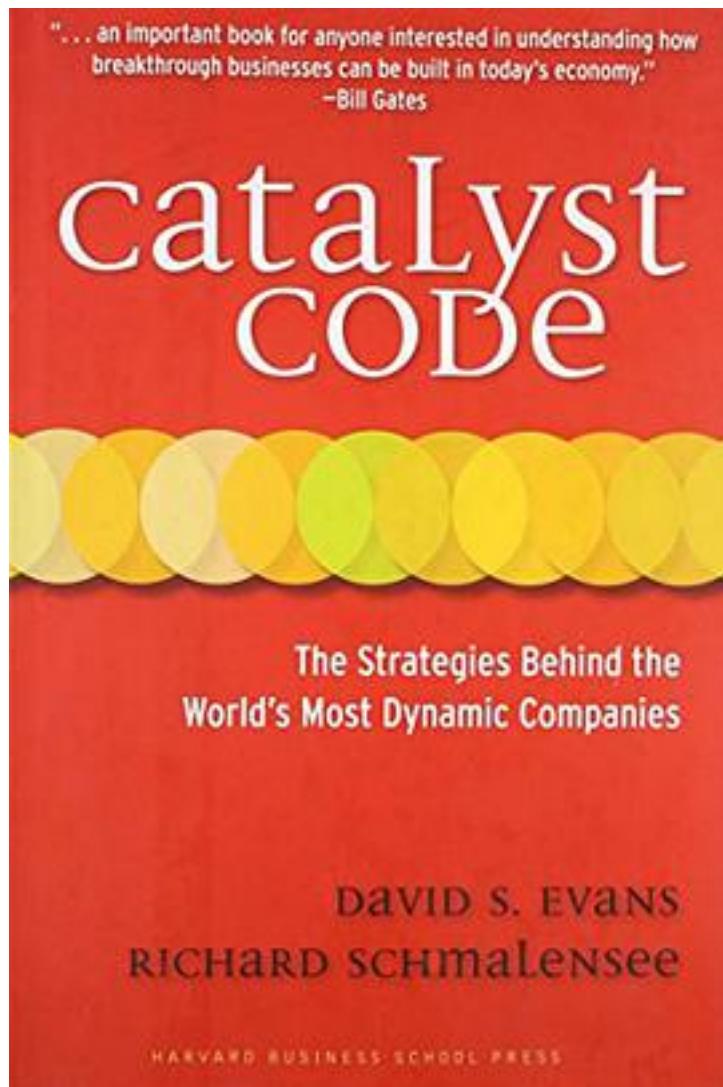


Catalyst Code



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出版者:Harvard Business School Press

出版时间:2007-5-1

装帧:Hardcover

isbn:9781422101995

In an economy where markets, consumers, and technology are ever-changing and increasingly interdependent, economic catalysts businesses that bring together a number of groups who need each other and make it easy for them to work together are essential. Think of the credit card industry. This trillion dollar industry brings merchants and consumers together. Google creates value for its customers, and makes billions for itself, by bringing searchers and advertisers together. Companies that do this right and transform their pricing practices, incentive plans, and organizational structures are today's power brokers. Of course, catalysts have been around as long as marketplaces. But now, more than ever, they drive the economy. Doing business in this world isn't for the faint of heart but Catalyst Code maps it out, showing where the opportunities and pitfalls lie.

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