

Economic Foundations of Strategy

[Economic Foundations of Strategy 下载链接1](#)

著者:Mahoney, Joseph T.

出版者:Sage Pubns

出版时间:2004-7

装帧:Pap

isbn:9781412905435

Economic Foundations of Strategy helps clarify the theoretical foundations of management strategy. It identifies five theories of particular importance to the strategy field, and outlines the contributions of particularly influential works in each area. The book helps find answers for five questions regarding key issues in strategy using economic theory: How can organizations operate efficiently? How can firms minimize costs? How can firms create and allocate wealth? How can firms align individual self-interest? How can resources be acquired, developed and deployed to improve the likelihood of survival and profitable growth?

作者介绍:

目录:

[Economic Foundations of Strategy 下载链接1](#)

标签

评论

[Economic Foundations of Strategy 下载链接1](#)

书评

[Economic Foundations of Strategy 下载链接1](#)