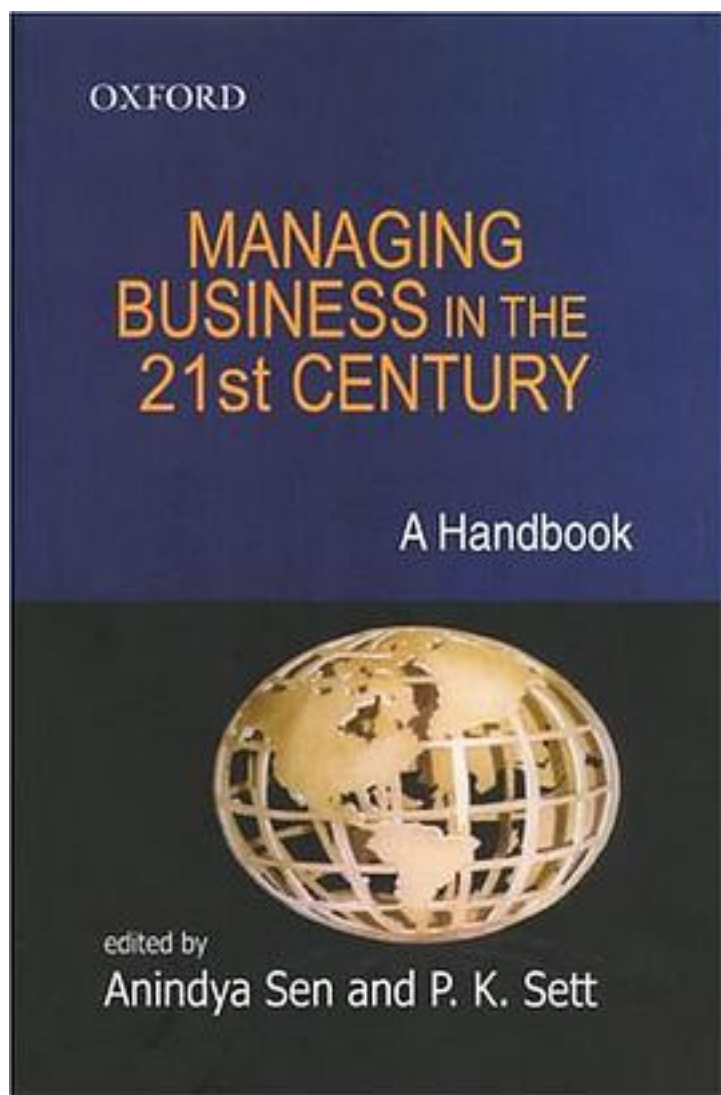


Managing Business in 21st Century



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出版者:Oxford Univ Pr

出版时间:2006-2

装帧:HRD

isbn:9780195665253

The present volume is an effort to communicate some important management concepts in a clear and simple way to a wider audience. Managing business in the 21st century is a difficult and challenging task. The proposed book aims to convey some idea of what managers today have to learn and do for the survival and growth of their firm in an increasingly competitive market.

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