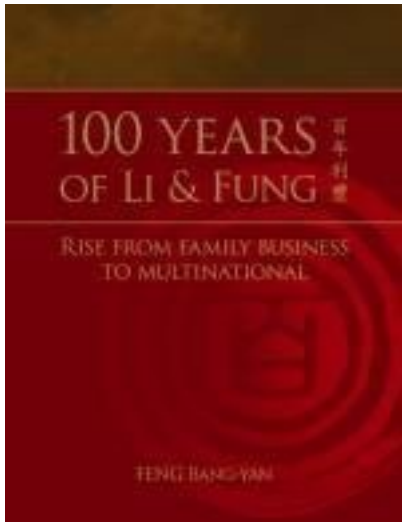


100 Years of Li & Fung



[100 Years of Li & Fung_下载链接1](#)

著者:Feng Bang-yan

出版者:Cengage Learning

出版时间:2006-11-27

装帧:Hardcover

isbn:9789812659668

This book illustrates the rise and success of one of the oldest Chinese trading companies in Hong Kong. Through generations of entrepreneurship, perserverance, and ingenuity, coupled with Chinese values and modern management practices, it has evolved into a leading global supply chain management multinational, employing over 25,000 employees worldwide, and achieving revenues exceeding US\$8 billion (in 2005). Li & Fung Group's businesses include export trading, retailing (e.g., Circle K, Toy "R" Us, and Branded Lifestyle), and integrated distribution services (e.g., manufacturing, logistics, and marketing).

作者介绍:

目录:

[100 Years of Li & Fung_ 下载链接1](#)

标签

利丰

评论

[100 Years of Li & Fung_ 下载链接1](#)

书评

[100 Years of Li & Fung_ 下载链接1](#)