

Guide to Management Ideas and Gurus
(Economist (Hardcover))

Guide to

The
Economist

Management Ideas and Gurus

Tim Hindle



[Guide to Management Ideas and Gurus \(Economist \(Hardcover\)\) 下载链接1](#)

著者:Tim Hindle

出版者:Profile Books

出版时间:2008-09-01

装帧:Hardcover

isbn:9781846681080

Product Description

Good management is a precious commodity in the corporate world, and good ideas are even more rare. Guide to Management Ideas and Gurus gathers the most influential ideas and thinkers that have defined modern management into one compact guide. This new book builds on Guide to Management Ideas (2003) and adds entries on the most influential business thought leaders of the past and present. Topics covered range from Active Inertia and Disruptive Technology to Triple Bottom Line and the Long Tail, while the management gurus covered include Jim Collins, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

作者介绍:

About the Author

Tim Hindle is a former business and management editor of *The Economist* and the author of several best-selling books on business and management.

目录:

[Guide to Management Ideas and Gurus \(Economist \(Hardcover\)\)](#) [_下载链接1](#)

标签

Management

管理

商业

TheEconomist

评论

[Guide to Management Ideas and Gurus \(Economist \(Hardcover\)\) 下载链接1](#)

书评

[Guide to Management Ideas and Gurus \(Economist \(Hardcover\)\) 下载链接1](#)