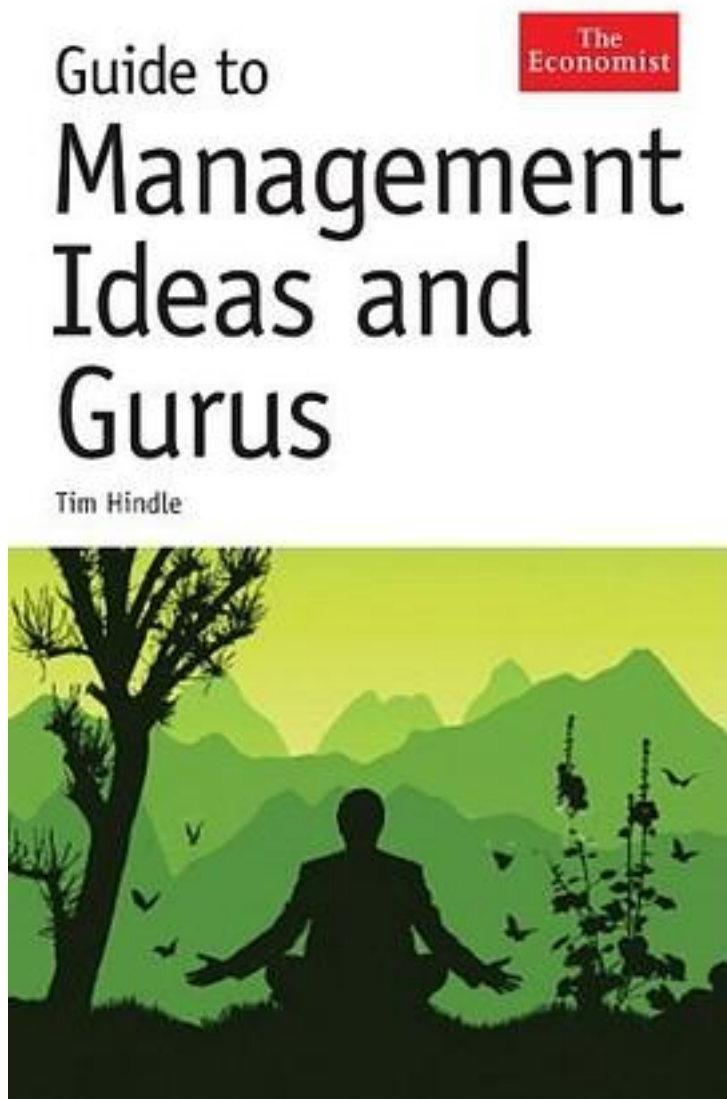


Guide to Management Ideas and Gurus (Economist (Hardcover))



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著者:Tim Hindle

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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.

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