

# Strategic Management



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出版者:South-Western College Pub

出版时间:2008-01-18

装帧:Paperback

isbn:9780324581126

STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS, Eighth Edition, is a comprehensive Strategic Management text that combines proven scholarship; cutting-edge research; a practical global focus; and the most thorough, up-to-date, and relevant business examples available. Now, this trusted business text is enhanced by the addition of powerful new media and technology resources, including an updated video program, ThomsonNOW online learning tools, and the Business and Company Resource Center (BCRC)--a complete electronic business library that makes in-depth research simple. The highly respected authors, all active teachers and experts in the strategic management field, use a unique model to illustrate how real-world businesses use strategic management to build a sustained competitive advantage. The text includes current and relevant examples, outstanding figures and models, and a wide selection of critical issues you will confront as rising professionals in today's evolving business environment.

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