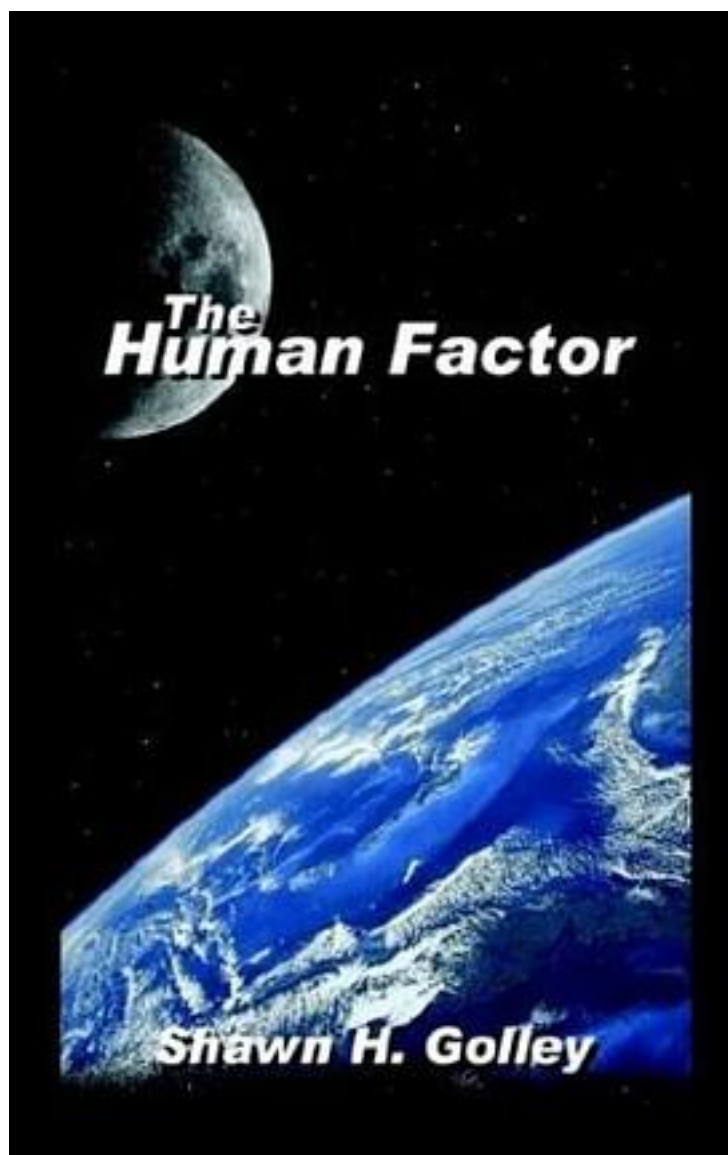


The Human Factor



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著者:Habbel, Rolf

出版者:

出版时间:2002-9

装帧:

isbn:9781403901958

The author charts an ethical roadmap for successful management in the 21st century. The information age is about knowledge, ideas, and creativity which result in a dizzying array of external forces including globalization, new technologies and competition. The author argues that leadership and the human factor are being overlooked and that unless companies can convince employees and customers that they are going in the right direction then they will have no chance to survive.

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