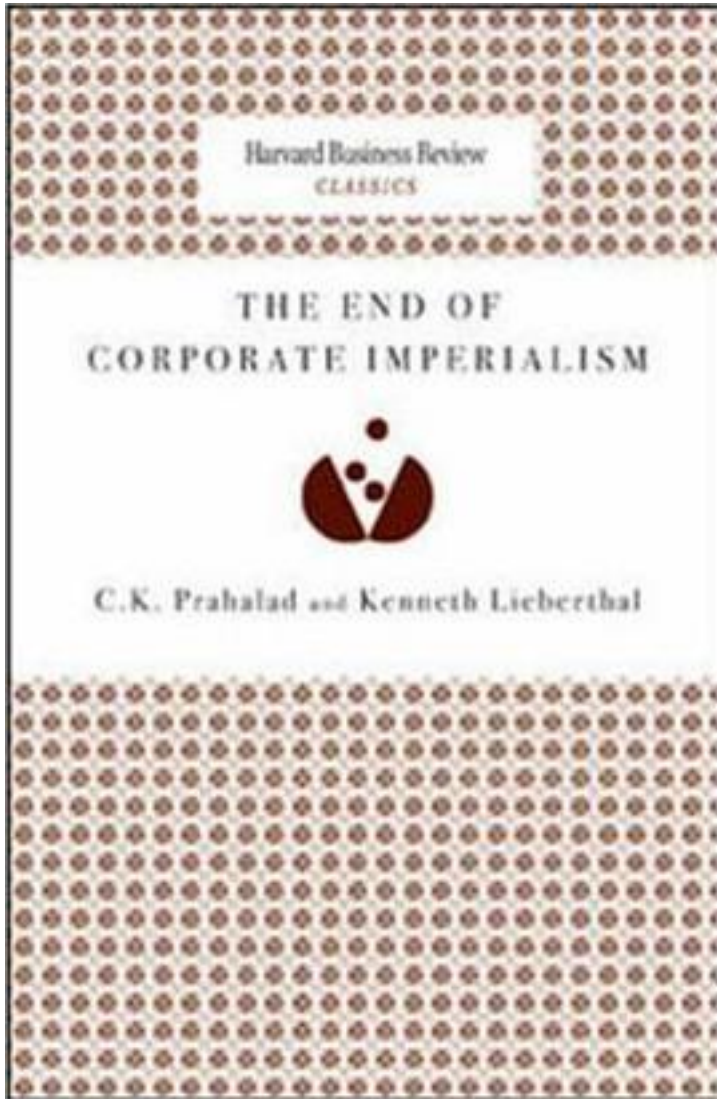


The End of Corporate Imperialism (Harvard Business Review Classics)



[The End of Corporate Imperialism \(Harvard Business Review Classics\) 下载链接1](#)

著者:C. K. Prahalad

出版者:Harvard Business School Press

出版时间:2008-11-03

装帧:Paperback

isbn:9781422179734

Hundreds of millions of people in China, India, Indonesia, and Brazil are eager to enter the marketplace. Yet multinational companies typically pitch their products to emerging markets' tiny segment of affluent buyers, and thus miss out on much larger markets further down the socioeconomic pyramid -- which local rivals snap up.

By applying the authors' recommendations, you can position yourself to compete innovatively in developing countries -- and to unlock major new sources of revenue for your business.

作者介绍:

目录:

[The End of Corporate Imperialism \(Harvard Business Review Classics\) 下载链接1](#)

标签

经济学

中国政治

评论

[The End of Corporate Imperialism \(Harvard Business Review Classics\) 下载链接1](#)

书评

[The End of Corporate Imperialism \(Harvard Business Review Classics\) 下载链接1](#)