Silver Bullets: A Soldiers Story of How Coors Bombed in the Beer Wars



Silver Bullets: A Soldiers Story of How Coors Bombed in the Beer Wars 下载链接1 著者: 出版者: 出版时间: 装帧: isbn:9780312092511 A senior marketing analyst with the Coors Brewing Company from 1985 to 1988 analyzes the events leading to the company's decline, revealing the war-room mentality of senior management, bungled new-product ideas, and other problems. 作者介绍: 目录:

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