

Strategic Management



[Strategic Management_ 下载链接1](#)

出版者:Irwin/McGraw-Hill

出版时间:2005

装帧:Hardcover

isbn:9780073054223

Description:

Great condition for a used book! Minimal wear. 100% Money Back Guarantee. Shipped to over one million happy customers. Your purchase benefits world literacy!. Bookseller Inventory # GRP2373067

Synopsis:

Contemporary research in strategic management, with an emphasis on conceptual tools and skills created by scholars and practitioners in the field are evident throughout this 12-chapter book. The book is completed with multiple Business Week and traditional strategic management More...

cases. Pearce and Robinsons Strategic Management presents a unique pedagogical model created by the authors. Instructors who desire quantitative analysis will like the financial data available here. The new, strong coverage of Business Week material provides a currency and uniqueness to the text. ...Shrink

作者介绍:

目录:

[Strategic Management 下载链接1](#)

标签

评论

[Strategic Management 下载链接1](#)

书评

[Strategic Management 下载链接1](#)