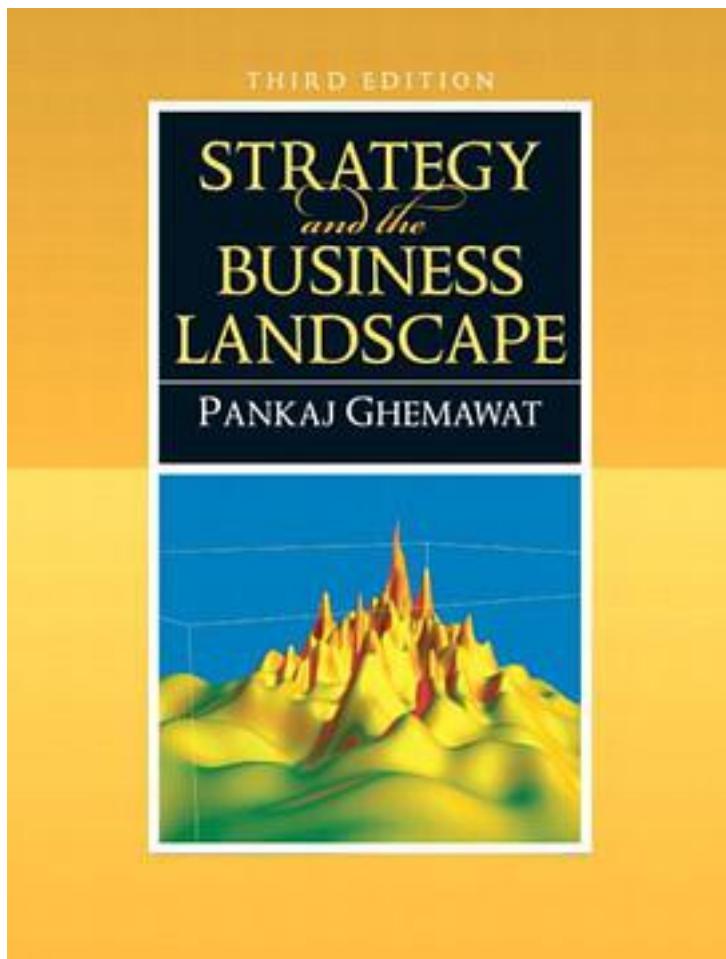


Strategy and the Business Landscape (3rd Edition)



[Strategy and the Business Landscape \(3rd Edition\) 下载链接1](#)

著者:Pankaj E Ghemawat

出版者:Prentice Hall

出版时间:2009-07-12

装帧:Paperback

isbn:9780136015550

KEY BENEFIT : Strategy and the Business Landscape is based on contemporary research in the field of strategy and adopts a value-focused, firm-centered perspective that promotes an analytical approach to strategy.

KEY TOPICS : Origins of strategy, mapping the business landscape, creating competitive advantage, anticipating competitive dynamics, sustaining superior performance, and choosing a corporate scope.

MARKET : This text is designed to help managers and business professionals master a body of analytical tools and develop an integrative point of view when making strategic choices.

作者介绍:

目录:

[Strategy and the Business Landscape \(3rd Edition\) 下载链接1](#)

标签

商业

评论

很全很清晰~ case也蛮好！

[Strategy and the Business Landscape \(3rd Edition\) 下载链接1](#)

书评

[Strategy and the Business Landscape \(3rd Edition\) 下载链接1](#)