

# Strategic Management



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著者:Mason Carpenter

出版者:Prentice Hall

出版时间:2008-1-7

装帧:Paperback

isbn:9780132341400

KEY BENEFIT- This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives. KET TOPICS: Three key themes constitute the dynamic perspective on strategy: (1) changing strategies for changing times, (2) the integration of formulation and implementation, and (3) strategic leadership. For business professionals involved with strategic management.

作者介绍:

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