

Strategic Management



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"Strategic Management: Text and Cases, 4th Edition", by the prestigious authors Dess/Lumpkin/Eisner provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such as digital and internet strategies, innovation and corporate entrepreneurship, knowledge management, and intellectual assets. The text is rounded off by rich, relevant, and teachable cases. This text's accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this text the best resource for your students. The new case selections emphasize variety, currency, and familiar company names. The cases are up-to-date in terms of both financial data and strategic issues. This group of cases gives both instructors and students unparalleled quality and variety. Based on consistent reviewer feedback, these selections combine comprehensive and shorter length cases about well known companies.

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目录:

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