

# Modern Competitive Strategy



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Modern Competitive Strategy, 3e, by Gordon Walker, provides a concise, rigorous, and broad synthesis of the theory and empirics of the strategy field. The approach is eclectic, reflecting the diversity of the discipline, drawing on studies in industrial and institutional economics, economic and organizational sociology, mainstream strategy, and finance and marketing when appropriate. Both single business and corporate-level organizations are covered. Ideal for current and budding managers, many short cases, company examples, and practical tools are used to illustrate the concepts. The material is appropriate for either a full semester course or a single module in MBA programs, advanced undergraduate courses, EMBA and executive education classes.

作者介绍:

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标签

战略

商业

评论

商业战略入门书籍。马马虎虎吧，不过基本的战略如波特五力，价值链等还是涉及到了，但都不是很深。

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书评

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