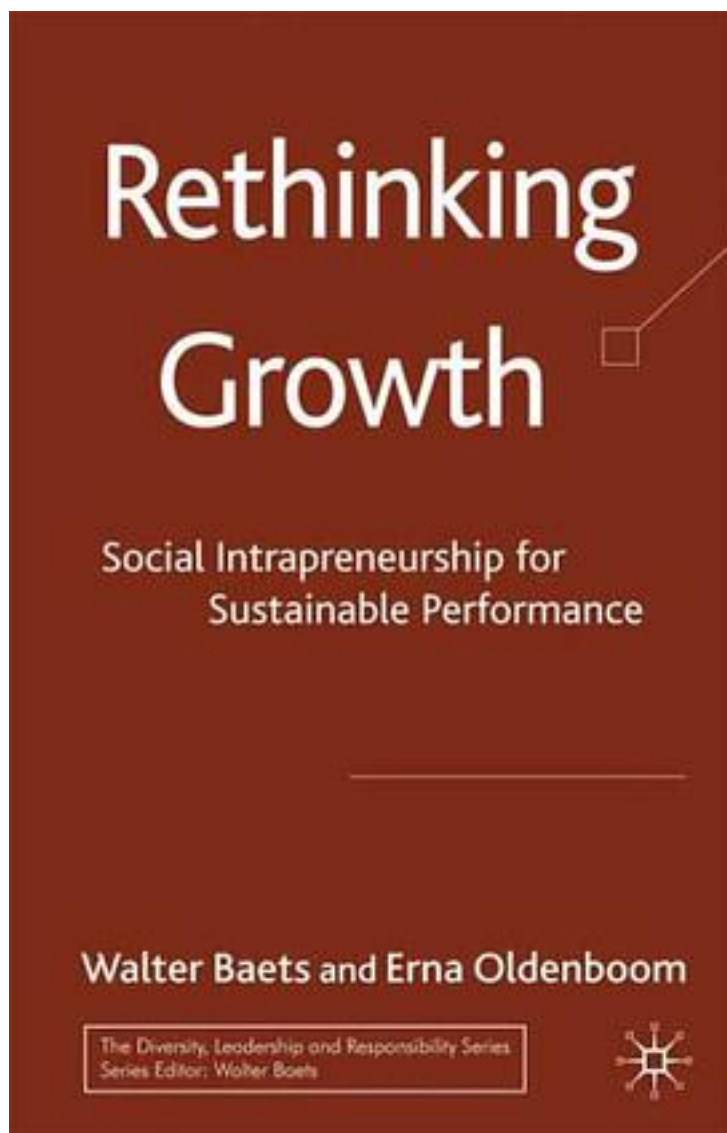


Rethinking Growth



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Nowadays conferences are organized that raise the question: should we rethink growth? Corporate growth has always been one of the cornerstones of managerial thinking. External growth through mergers and acquisitions has come to the forefront of managerial practice over the last decade, due to the stagnation of internal growth. Most managers would agree that this drive for growth, almost without limits, has had important consequences. Today, societal questions are at stake: is the abundance of the Western world still ethical? Although it is probably limited and marginal, the growing anti-globalization movement raises issues that are becoming of increasing importance for companies. These sustainability and responsibility themes are also being presented in an increasing number and variety of books and other publications. However, most of these publications ignore the holistic and dynamic framework within which a manager can really attain an overall understanding of and find possible alternatives to the issue of corporate growth. Social responsibility, sustainable development and growth are indeed deeply entangled. This book aims to provide the reader with a transversal, holistic view on these issues which will allow the reader to change his or her behavior.

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