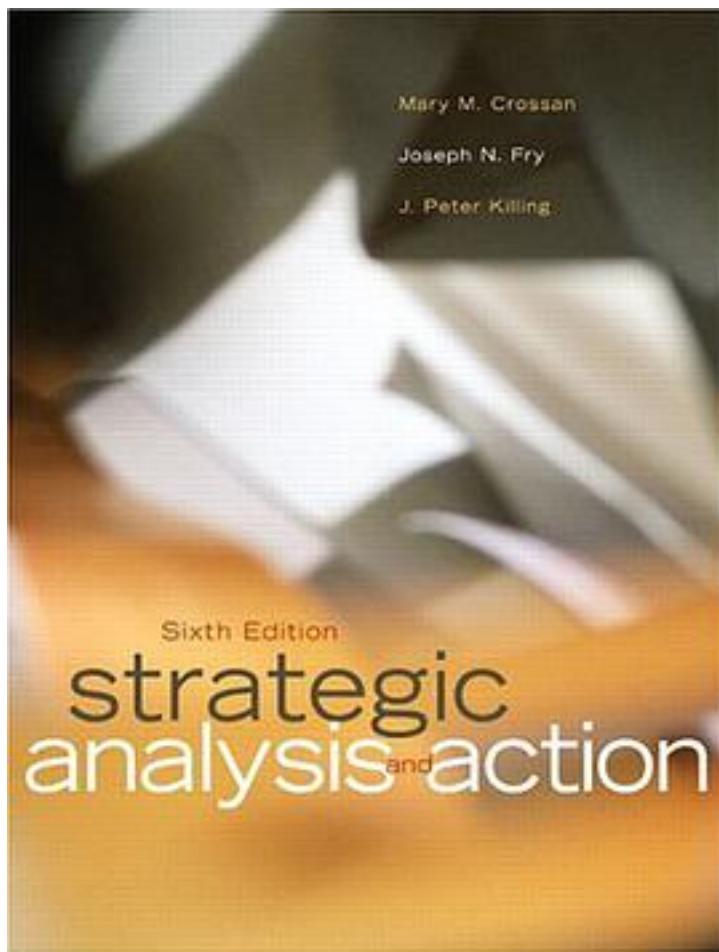


Strategic Analysis and Action



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著者:Crossan, Mary M./ Rouse, Michael J./ Fry, Joseph N./ Killing, J. Peter

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This book aims to develop the basic general management skills required to understand a business, sense the opportunities and problems that it faces, deal effectively with strategic decisions, and set in place the people and operations to

implement those decisions. The authors have focused on analytic concepts that contribute to a practical understanding of specific strategic issues; these concepts are linked into a comprehensive framework that helps students learn to set priorities for both analysis and action.

作者介绍:

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