

Strategic Management



[Strategic Management_ 下载链接1](#)

著者:Gregory G Dess

出版者:McGraw-Hill Higher Education

出版时间:2010-3-1

装帧:Hardcover

isbn:9780073530413

"Strategic Management: Text and Cases, Fifth 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 & internet strategies, innovation & 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.

作者介绍:

目录:

[Strategic Management_下载链接1_](#)

标签

管理

case

评论

sm

后面的case部分不错

[Strategic Management_下载链接1_](#)

书评

[Strategic Management_下载链接1_](#)