Strategy



Strategy_下载链接1_

著者:De Kluyver, Cornelis A./ Pearce, John A., II

出版者:

出版时间:2008-2

装帧:

isbn:9780136041405

This text is a short, up-to-date, practitioner oriented guide to strategy formulation for the established executive. This edition focuses on strategic "ecosystems," global tectonics, formulating a base unit strategy, global strategy formulation, shaping the portfolio, and managing the portfolio. This is intended for practicing executives getting ready to assume executive responsibilities.

作者介绍:

目录:

Strategy_下载链接1_

| 4 | Ļ— | | 14× |
|---|----|---|--------------------------------|
| / | 7 | ٦ | $\langle \hat{\gamma} \rangle$ |

评论

Strategy_下载链接1_

书评

Strategy_下载链接1_