

Strategic Management



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出版者:Prentice Hall

出版时间:2010-02-05

装帧:Paperback

isbn:9780136120995

A skills-oriented, practitioner perspective on strategy, thoroughly updated with current research and concepts.

In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management: Concepts captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping readers develop their own cutting-edge strategy through skill-developing exercises.

The thirteenth edition explores the current global recession and shows how it has affected the business environment, providing readers with updated coverage of strategic-management concepts, theory, research, and techniques in every chapter.

作者介绍:

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标签

战略

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strategy

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评论

The best strategic management textbook I have ever read and I am planning to read it again, the fourth time. Highly recommend!

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书评

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