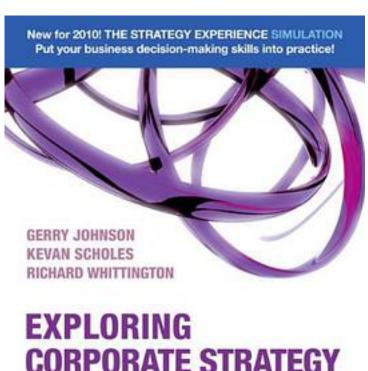
Exploring Corporate Strategy with MyStrategyLab











Exploring Corporate Strategy with MyStrategyLab 下载链接1

著者:Gerry Johnson

出版者:Prentice Hall

出版时间:2010-3-15

装帧:Paperback

isbn:9780273731559

Over 750,000 students worldwide have used this best-selling book to understand and explore strategic management through their academic and professional careers.

Available in two versions (Text and Text & Cases), Exploring Corporate Strategyhas established a reputation as a pre-eminent textbook in its field, based upon the expertise of authorship, range of cases, depth of commentary and wealth of supporting resources. The 8th edition builds on these strengths, including coverage of key topic areas in this fast-moving discipline such as internationalisation, innovation and entrepreneurship. It is written for students of Strategic Management at all levels.
作者介绍:
目录:
Exploring Corporate Strategy with MyStrategyLab_下载链接1_
标签
评论
 Exploring Corporate Strategy with MyStrategyLab_下载链接1_
书评
 Exploring Corporate Strategy with MyStrategyLab_下载链接1_