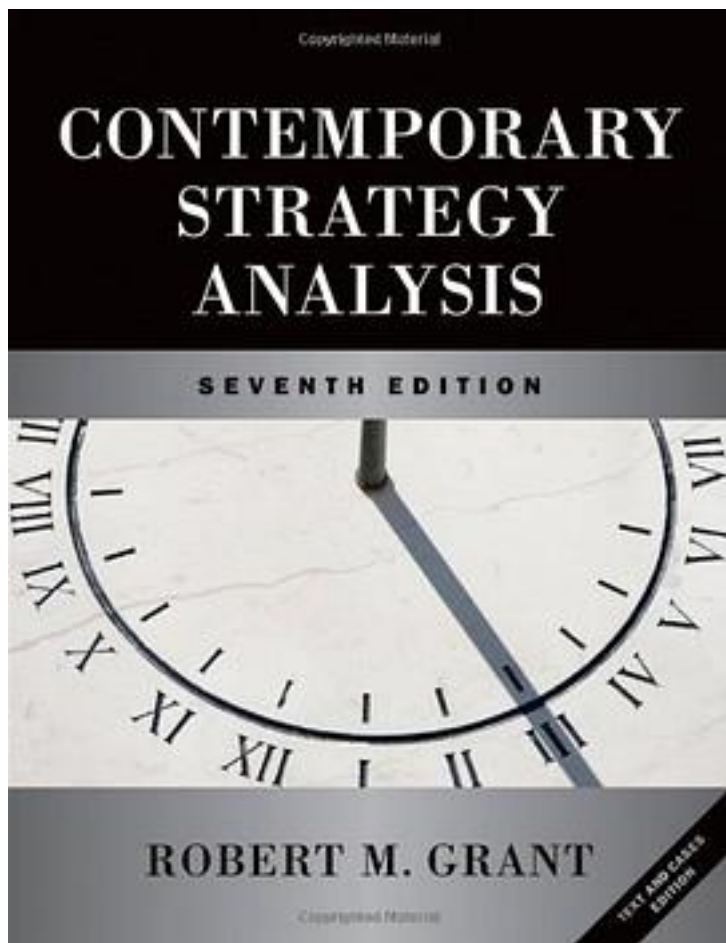


Contemporary Strategy Analysis and Cases



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著者:Grant, Robert M.

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NEW! Combined Text & Cases Version Considered by many to be the best textbook on Strategy, Contemporary Strategy Analysis 7 th edition builds on the strengths of previous editions by introducing students to the core concepts and principles of

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目录:

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书评

去年看了一本《现代竞争分析》，简直就是给我打开了一扇新的大门。从那里面我了解到了波特五力、进入壁垒、垂直一体化，后来又扩展着了解了些博弈论的知识。这些知识让我看待一些事情上有了不同的维度。比如为什么有的行业看着利润超级高，但是却没有什

谁有现代战略分析这本书的，我很需要，请和我联系，qq号1063385306，急需，愿意高价购买，新旧无所谓
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This text book is used by top US business school for the strategy course.

正在苦读这本译作,确实很"苦"啊!!有时候看着看着就被某一长句卡住.作为一个纯中国血统的孩子,自认为语文基础不差,起码一个长句,我还是有那个实力辨别出主、谓、宾、定、状、补,以达到明其意、晓其理.对于译者的翻译能力我不加褒贬,只是这种"原汁原味",着实让我觉得自己很"肤浅"...

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