



Good strategy. bad strategy (Finalist 2011 Goldman Sachs and the Financial Times Best Business(Chinese Edition)

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Hardcover. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Hardcover. Pub Date: Unknown Pages: 310 in Publisher: CITIC Publishing List Price: 68.00 yuan Author: [U.S.] Richard Karl-Heinz Stewart book. Jiang Zongqiang translation Press: CITIC Publishing ISBN: 9.787.508.635.446 Yema: 310 Revision : 1 Binding: Hardcover Folio: 16 Published :2012-11-1 Printing time: Words: 264000 commodities identification: 22.898.807 Description good strategy. bad strategy is one to clarify the importance of the past 20 years. strategic management thinking works. Over the past decade. about the strategy of books voluminous. the concept of flooding. confused. This book re strategic return to nature. constitute a good strategic logic. that the three core elements: investigation and analysis. the guidelines. the coherence of activities around this basic logic. elaborated from nine aspects to making a good strategic thinking. Good strategy. bad strategy is the most popular use of the business case and the most familiar hot events. in layman's language and analyze the difference between good strategy and bad strategy. and given to develop programs. 1997 Jobs how successful Apple back to life? Decentralized management of the Wal-Mart store to the centralized and unified management. and how...



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