## 图书基本信息

书名：《再投资策略》
13位ISBN编号：9780471061908
10位ISBN编号：0471061905
出版时间：2002－3
出版社：John Wiley \＆SonsInc
作者：Pieterson，Willie
页数： 272
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## 《再投资策略》

## 内容概要

At last－a proven system for developing the strategic innovationsevery company needsto compete and win As everyone knows，today＇sunprecedented rate of businesschange demandsnew levelsof strategic insight and adaptability．Reinventing Strategy isthe first practical，systematic guide to creating an adaptive enterprise，showing how companiesaround the world are using the Strategic Learning approach to consistently out think，out maneuver，and out perform their competition．A sW illie Pietersen explains，companiesthat aspire to long－term successmust develop and implement strategy aspart of acontinuousfour－step cycle Learn，Focus，Align， Execute and he offersdozensof provocative anecdotes and case studies，illustrating how to implement it at every level of an organization．W ritten with unusual clarity，frankness，and wit，Reinventing Strategy will change the way managerseverywhere approach their greatest and most important challenge：the need to make strategy into atool for ongoing corporate renewal．

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