

《战略管理》

图书基本信息

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内容概要

内容提要

本书是美国得克萨斯A&M大学、贝勒大学等著名大学商学院的战略管理标准教材。教学目标明确，结合众所周知的世界13大企业的实际案例，全面阐述战略管理的核心问题，使您领会战略竞争和全球化的重要性，把握机遇，主动出击，赢得胜利。

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