

<<Make or Break How Ma>>

图书基本信息

书名：<<Make or Break How Manufacturers Can Leap from Decline to Revitalizaiton 大企业如何摆脱困境>>

13位ISBN编号：9780071508308

10位ISBN编号：0071508309

出版时间：2008-3

作者：Grichnik, Kaj/ Winkler, Conrad/ Rothfeder, Jeffrey

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### 内容概要

In a world of emerging markets, changing work forces, and accelerating innovation, manufacturing is once again a key corporate issue. Manufacturing expertise is a strategic competitive advantage, distinguishing winning companies (like Procter & Gamble, Lego, Toyota, Zara, and Tata) from those that have let their capabilities languish. It may not be easy to take back control of production, target sources for scarce (and environmentally sustainable) materials, and cultivate a motivated, talented labor force. But there are ways to do it; and successful companies will need to learn how.

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书籍目录

THE CROSSROADS  
POWERFUL HALLENGES  
VIRTUOUS AND VICIOUS CYCLES  
PLANNING FOR  
SUCCESS  
INDEX

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