

<<企业家战略>>

图书基本信息

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内容概要

The Strategic Management Society Book Series is a cooperative effort between the Strategic Management Society and Blackwell Publishing. The purpose of the series is to present information on cutting-edge concepts and topics in strategic management theory and practice. The books emphasize building and maintaining bridges between strategic management theory and practice. The work published in these books generates and tests new theories of strategic management. Additionally, work published in this series demonstrates how to learn, understand, and apply these theories in practice. The content of the series represents the newest critical thinking in the field of strategic management. As a result, these books provide valuable knowledge for strategic management scholars, consultants, and executives.

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