

<<经营方式>>

图书基本信息

书名：<<经营方式>>

13位ISBN编号：9781841127644

10位ISBN编号：1841127647

出版时间：2007-4

作者：Dearlove, Des

页数：172

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<经营方式>>

内容概要

In many ways, Richard Branson and his company the Virgin Group are unique. In an era dominated by strategists, Branson is an opportunist with an uncanny knack of sniffing out great deals where others hesitate or fear to tread. Never before has a single brand been so successfully deployed across such a diverse range of goods and services. Branson is the ultimate brand builder. So how does he do it? Now brought completely up to date for this new edition, *Business the Richard Branson Way*, not only reveals the secrets of Branson's remarkable success but also draws out the universal lessons and identifies strategies that can be applied to any business or career. From picking on someone bigger than you to moving faster than a speeding bullet, and from making work fun to keeping the common touch, you have in your hands the secrets of phenomenal success.

书籍目录

Acknowledgments
Richard Branson Revisited
The Life and Times of Richard Branson
One: Pick on Someone Bigger Than You
Two: Do the Hippy, Hippy Shake
Three: Haggle: Everything's Negotiable
Four: Make Work Fun
Five: Do Right by Your Brand
Six: Smile for the Cameras
Seven: Don't Lead Sheep, Herd Cats
Eight: Move Faster Than a Speeding Bullet
Nine: Size Does Matter
Ten: Never Lose the Common Touch
How to build a Brand the Branson Way
Last Word
Index

<<经营方式>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>