

<<管理创新>>

图书基本信息

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内容概要

思路从何而来？

在实施新思路的过程中怎样排除各种障碍？

什么是综合法、平行思维法、形态分析法和头脑风暴法？

对难题加以定义为何重要？

本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。

它还可以作为管理人员的藏书，以及那些有抱负的管理人员完善自己知识和技能的参考资料。

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