

<<企业决策研究:第四版:英文>>

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内容概要

内容提要

本书是管理专业高年级本科生、研究生、工商管理硕士（MBA）层次“商务调研”课程的标准题材。

它为管理者在复杂的商务环境和激烈的商务竞争中成功地进行商务调研，以便形成科学决策，提供了一个清晰的理论框架和全面的实务指南。

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作者简介

作者简介

杜安尼.戴维斯, 佛罗里达中部大学教授。

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