

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$613.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780071103176

Concise, yet thorough coverage of all of the strategic management topics (400 text pages) and working on tightening up the writing structure.

In addition to the new Global Strategy chapter, Global competition and global strategy issues are integrated with the relevant discussions into each chapter. In addition, more illustration capsules have been added to highlight the strategies of non-U.S. companies.

"A Guide to Case Analysis" that gives students positive direction in what case method pedagogy is all about and offers suggestions for approaching case analysis will again be include on the web.