

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1485.00

Editorial:

Año: 1992

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780471559047

The principles of successful market-oriented and human-centered design are used to analyze the formation of a good business enterprise. Focusing on technology based enterprises, the author elaborates on the powerful methods for planning, organization and control; and on starting, growing and maturing organizations that create human-centered products and systems. Case studies include the aerospace, computer and electronics industries, as well as technology-oriented government institutions.