Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$759.00

Editorial: Año: 2008

Tema: Edición: 12ª

Sinopsis ISBN: 9780136015703

Fred R. David's revision of his popular text gives students of all levels a thorough and interesting introduction to strategic management _ one that will show you the value and the excitement of the field. Now with a greater emphasis on the use of technology and international strategic management, this eighth edition includes fascinating new cases, a useful model, handy matrices, and much more:

A new box on e-commerce appears in every chapter

A new Cohesion Case featuring America Online illustrates key concepts at the end of each chapter

Up-to-date international coverage has been integrated throughout the text

Over 50 Experiential Exercises that help you learn new management skills

A practical _ not theoretical _ orientation that shows you how to apply what you're reading about Available with "Mastering Strategy" _ the most extensive cross-platform business education resource in the world

MYPHLIP _ Prentice Hall's industry standard Web gives you one-click access to all of the resources created by our award-winning team of educators.

Teléfonos: 55 44 73 40 y 55 44 72 91