

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$3168.00

Editorial:

Año: 2010

Tema:

Edición: 13ª

Sinopsis

ISBN: 9780136120988

For undergraduate and graduate courses in strategy. A skills-oriented, practitioner perspective on strategy, thoroughly updated with current research and concepts. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises and cases. The thirteenth edition explores the current global recession and shows how it has affected the business environment, providing students with updated coverage of strategic-management concepts, theory, research, and techniques in every chapter.