

《Global Business Power Plays: How the Masters of International Enterprise Reach the Top of Their Game (Businessweek Power Plays) 全球经济的力量》

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内容简介

Rev up productivity like Ferdinand K. Piech at Volkswagen
Go for grande growth the way Howard Schultz did with Starbucks
Follow Xu Danhua's example at Huawei to make partnerships across borders
Keep bidding for greater success the way auction site EachNet does in China
And get in the game with the Monday Morning strategies and inside plays of the world's top business champions.

目录

Introduction by Stephen J. Adler ,Editor-in-chief,Businessweek

- 1 China.net: Unleashing a World of Opportunity
 - 2 Ratan Tata: From Overgrown Conglomerate to an Agile Global Force
 - 3 Bertelsmann: Making a Bundle Off Old Media in the Former Soviet Bloc
 - 4 Europe: Can it Grow Again?
 - 5 United States: Hispanic Nation
 - 6 Huawei: More than a Local Hero
 - 7 Colombia: Extreme Investing
 - 8 Toyota: Reinventing the Auto Industry
 - 9 Planet Starbucks: Go Global, Grow Quickly
 - 10 Otto Group: The Modest Powerhouse
 - 11 Toshiba: Keeping Innovation Out of Rivals' Hands
 - 12 Ferdinand K. Piech: Tightening the Grip at VW
- Trends: Tech's Future
Sources
Contributors

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