

《Strategy(ISBN=9781591396321)》

书籍信息

版次：1

页数：162

字数：

印刷时间：2005年07月01日

开本：16开

纸张：胶版纸

包装：平装

是否套装：否

国际标准书号ISBN：9781591396321

内容简介

The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips. Implementing Strategy Strategic execution drives business success. This book covers strategy from the ground up, explaining what strategy is, how to put together a strategic plan, what tools and resources are necessary to execute it, and how to measure results.

作者简介

Harvard Business Essentials: The Reliable Source for Busy Managers The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Drawing on rich content from Harvard Business School Publishing and other sources, these concise guides are carefully crafted to provide a highly practical resource for readers with all levels of experience. To assure quality and accuracy, each volume is closely reviewed by a specialized content adviser from a world class business school. Whether you are a new manager interested in expanding your skills or an experienced executive looking for a personal resource, these solution-oriented books offer reliable answers at your fingertips.

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