

Librería
Bonilla y Asociados
desde 1950



Título: Strategic Management And Competitive Advantage:
Concepts And Cases

Autor: Barney / Hesterly

Precio: \$656.00

Editorial:

Año: 2005

Tema:

Edición: 1^a

Sinopsis

ISBN: 9780131542747

For professors who want students to see connections between big ideas in strategy (thus understanding vs. memorizing), Barney/Hesterly provides an organizing framework (VRIO) as the foundation of the text. Students have a clear decision-making framework to use in analyzing cases and business situations.