

Librería
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Título: Invisible Engines. How Software Platfoms Drive Innovation & Transf. Indust.

Autor: Evans , David S. Et Al.

Precio: \$532.00

Editorial:

Año: 2006

Tema:

Edición: 1^a

Sinopsis

ISBN: 9780262050852

INVISIBLE ENGINES examines the business dynamics and strategies used by firms that recognize the transformative power unleashed by this new revolution -a revolution that will change both new and old industries.