Librería

Bonilla y Asociados

desde 1950





Título: Management Of Intangibles: The Organisations Most Valuable Assets

Autor: Bounfour, Ahmed Precio: \$2170.00

Editorial: Año: 2003

Tema: Edición: 1ª

Sinopsis ISBN: 9780415224932

The subject of intangibles and knowledge management is becoming increasingly more significant, particularly in the realms of finance, marketing and strategy. This comprehensive text provides an integrated and original approach to intangible resource management, and an evaluation of their contribution to the establishment of competitive advantage in the marketplace.

Teléfonos: 55 44 73 40 y 55 44 72 91

www.libreriabonilla.com.mx