

Librería
Bonilla y Asociados
desde 1950



Título: Global Strategic Management

Autor: Lasserre Philippe

Precio: \$1087.50

Editorial:

Año: 2008

Tema:

Edición: 2ª

Sinopsis

ISBN: 9780230008366

Strategic Management is at the core of any business. The second edition of Global Strategic Management embraces traditional strategic management teaching, but extends it to a world scale. It offers insight into the impact of globalization on business organizations and into how managers could and should react. The text combines a strategic and managerial approach to global issues, blending theory and practical, empirical examples to great effect.