

Librería
Bonilla y Asociados
desde 1950



Título: Exploring Corporate Strategy

Autor: Johnson Gerry

Precio: \$1500.00

Editorial:

Año: 2010

Tema:

Edición: 8ª

Sinopsis

ISBN: 9780273731559

Over 750,000 students worldwide have used this best-selling book to understand and explore strategic management through their academic and professional careers.

Available in two versions (Text and Text & Cases), Exploring Corporate Strategy has established a reputation as a pre-eminent textbook in its field, based upon the expertise of authorship, range of cases, depth of commentary and wealth of supporting resources.

The 8th edition builds on these strengths, including coverage of key topic areas in this fast-moving discipline such as internationalisation, innovation and entrepreneurship. It is written for students of Strategic Management at all levels.