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(Augustine Pfannerstill)*

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pages Number: 399 Publisher: Capital University of Economics Press Pub. Date :2009-10-01. strategic management (4th edition revised). Introduction: Strategic management is the survival of the enterprise in a market economy. corporate strategic decision-making is a guide to action. is the rational allocation of resources and give full play to the role of the basic guarantee of its success or failure directly affects the success of enterprise. which has To validate the practice of domestic and foreign enterprises. Strategic management is the development of the country. which determines the enterprise s development direction. trends and the way forward. The right strategic decisions will thrive in the healthy development of enterprises to continuously open up new horizons. so that enterprises always invincible. As for the low ebb of the business. make the understanding of the situation and problems. seize the opportunity. timely strategic adjustments to reverse this situation. Contents: Foreword Introduction Chapter Corporate Strategy Section II the basic concepts of corporate strategy business strategy and system features the company s mission and goals of Section IV of the emergence and development of corporate strategy cases 1-1 China Resources Land Limited Case Study 1.2 Wall Street English Training Chapter Strategic Environmental Analysis Section enterprise business macro-environment analysis of Section III of the industry environment analysis environmental analysis of micro-enterprise case 2-1 Huiyuan Juice - also the star of the national beverage industry Case 2-2 VCD can be brilliant long history of the industry s rise and fall of Chapter III of Strategic Resource Analysis Section II Enterprise Resource Analysis Case 3-1 business competitive analysis. the farmer a little sweet spring Changhong Case 3-2 Case 3-3 from Qin defeated the pool of...



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