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China's western business management case study (Volume 1)(Chinese Edition)

By ZHANG HONG FANG . QI PENG HU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: October 2012 Pages: 335 Language: Chinese in Publisher: China Economic Publishing House case study method is an important approach to social science. in the process of development of management disciplines occupy a very important position. Chinese enterprises in the western management case study (Series 1) In the western economic development as the background. using a standardized case writing method. to explore the 16 typical western enterprises from small to large. from weak to strong course of development and research developed for the universality and particularity and western combined with a certain theory Management Case. These cases involve energy. chemical industry. equipment manufacturing. financial services. food processing and other industries. covering entrepreneurship the seven corporate strategic management. human resources management. brand marketing. financial management. negotiation and communication. business management. For the analysis and research of the continuing development of the enterprises in the western region has important theoretical and practical significance. Contents: first entrepreneurship case background knowledge prompted Chiang Chi Kwong: by township entrepreneurs to changes in the joint venture with the world's top 500 entrepreneurs Li...


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