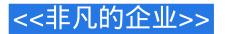
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图书基本信息

- 书名:<<非凡的企业>>
- 13位ISBN编号:9780470087275
- 10位ISBN编号:0470087277
- 出版时间:2005-12
- 出版时间: John Wiley & Sons Inc
- 作者:Harper, Stephen C.
- 版权说明:本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。

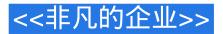
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内容概要

The 21st Century brings all new rules. Entrepreneurs are challenging conventional wisdom and thinking outside the box. One of the first challenges involves challenging the assumption that a business has to be big to be successful. While most of the 20th century heralded big businesses, it is clear that businesses no longer have to be big to do big business. Now it is possible for a handful of people to operate a global business from virtually any place on the planet. Today, the keyboard has overtaken the boardroom. Financial markets, alliances, and joint ventures have eliminated the need for entrepreneurs to put up substantial capital investments. Today's businesses are driven by ideas, innovation, and execution. This book will show entrepreneurs and business leaders will provide CEOs and entrepreneurs with the tools that they will need to become leaders in their market.

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