

<<(关系的艺术)>>

图书基本信息

书名：<<(关系的艺术)>>

13位ISBN编号：9780743273220

10位ISBN编号：0743273222

出版时间：2006-05-09

出版时间：Simon & Schuster

作者：Robert Buderer, Gregory T. Huang

页数：306

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。

更多资源请访问：<http://www.tushu007.com>

<<(关系的艺术)>>

内容概要

As pundits rail about the "China threat" to U.S. competitiveness and offer often-hackneyed arguments against outsourcing, Guanxi explores the true ramifications of China's high-tech buildup-and the means by which it can be turned to competitive advantage, in part by "insourcing" the untapped talent in the country's top universities. Sprinkled with telling observations, compelling characters, and lively anecdotes about the brilliant successes and sometimes painful stumbles of the world's most powerful software company, Guanxi is essential reading for business leaders, entrepreneurs, and technologists around the globe.

书籍目录

Prologue: The Mysterious Journey to China of the World's Richest Man, and Other Stories
1 Beast from the East(November 8-11, 2004)
2 The Bell Labs of China(Fall 1997-November 1998)
3 From Beijing to Bill G.(November 1998-October 1999)
4 Microsoft's Chinese Heart(November 1999-August 2000)
5 Ya-Qin Dynasty(August 2000-July 2001)
6 The Great Wall and Other Microsoft"Creations (October 2001-January 2004)
7 Microsoft Made in China(November 2002-November 2004)
8 The Curious Inventions of Jian Wang(September 1999-June 2005)
9 Search War(March 2003'March 2005)
10 The Further Adventures of One-Handed Jordan and Mr. Magneto (March-May 2005)
11 Battle Over Kai-Fu Lee(August 2000-September 2005)
12 How to Make It in China(Summer and Fall 2005)
Epilogue:"Congratulations,We Survived!"
A Note on Sources
Acknowledgments
Index

<<(关系的艺术)>>

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。

更多资源请访问:<http://www.tushu007.com>