

图书基本信息

书名：<<全球运作管理(英文版)//世界经济管理文库>>

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内容概要

本书作为一本关于全球经营管理和经营战略的高级教程，集中了组织管理、领导艺术、战略技巧、市场营销、会计和经营管理学等方面的内容，从全球角度对上述内容进行了阐述，同时融入了有关全球经营战略的最新研究成果及全球经营管理人员的一线经验，并就对全球商业经营最具有影响力的领域进行了专门探讨，从不同角度全面阐述了全球作业面临的机遇和挑战，同时提供了许多经典的作业策略，并附有大量翔实的阅读材料。

全书理论基础雄厚，案例丰富，是一本理论与实践相结合的经典之作。

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