

<<战略管理>>

图书基本信息

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内容概要

任何企业都有着自己的重大决定，那些对整个企业业绩带来巨大影响的都是战略决策，而它们的制定和实施过程就是战略管理。

本书介绍了一整套战略管理的方法。

第一章介绍了战略管理的概念、意义和作用，以及制定的步骤和适用范围。

第二章对企业的所处的外部环境进行分析。

介绍了对行业环境和五种竞争力量的分析。

第三章介绍如何形成可行的战略，并强调只有重视买主需求的战略才是好战略。

第四章介绍了如何分析企业现有的内部组织结

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