

<<国际企业管理>>

图书基本信息

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内容概要

This Internatinal Business Case Book is the end result of research project undertaken by a team of experts under the direction of Professor Ma Chunguang, Dean of the School of International Business Management. On the team were John Allee, Mitsui Professor of Marketing; Feroza Allee, Professor of Management; and Yao Zhijun, Assistant Professor of International Business. All are staff members at the University of international Business and Economics, Beijing, China.

本书为英文版。

书籍目录

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