

<<组织战略管理>>

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<<组织战略管理>>

内容概要

内容提要

本书从组织与股东的角度审视战略管理，系统讲述了战略管理的基本原理与技术方法，并精选了来自11个不同行业（领域）的30项典型案例，逐一进行分析和评述，为造就未来企业高层决策人员提供了一个全面、系统、合理、实用的理论框架和知识体系。

本书被包括多所一流大学在内的100多所大学采用。

作为“战略管理”课题的核心教材。

<<组织战略管理>>

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