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Strategic Enterprise Management [Paperback]

By BEN SHE.YI MING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback Pages Number: 233 Language: Simplified Chinese Publisher: Science Press; 1st edition (August 1. 2006). Strategic Enterprise Management. showing the environment of the contemporary enterprise complex development trends background on the corporate strategic management issues. The book systematically introduces the general theories and models of corporate strategic management. and on the basis of previous research. combined with the current economic growth of knowledge-based. competitive multi-dimensional. dynamic. market virtualization product customization and management of user-friendly characteristics. in-depth analysis and demonstration of the new issues facing the modern enterprise's strategic management. The modern enterprise strategic management is the discipline of study of long-term development and long-term performance. Its decision-making process. including analysis and monitoring of the external environment and internal conditions. strategy formulation. strategy implementation and evaluation. control. and a set of systems. Strategic Enterprise Management arrangement of content based on a logical link in this process. has described a new variation of the external environment and internal conditions. corporate mission. strategic analysis. strategic objectives. strategic planning. strategy implementation. strategic control strategic management of the basic theory and methods of assessment;...



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