



Strategic Enterprise Management (Amendment of Fourth Edition)

By SONG YUN CHEN CHAO

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: 399 Publisher: Capital University of Economics Press Pub. Date :2009-10-01. strategic management (4th edition revised). Introduction: Strategic management is the survival of the enterprise in a market economy. corporate strategic decision-making is a guide to action. is the rational allocation of resources and give full play to the role of the basic guarantee of its success or failure directly affects the success of enterprise. which has To validate the practice of domestic and foreign enterprises. Strategic management is the development of the country. which determines the enterprise s development direction. trends and the way forward. The right strategic decisions will thrive in the healthy development of enterprises to continuously open up new horizons. so that enterprises always invincible. As for the low ebb of the business. make the understanding of the situation and problems. seize the opportunity. timely strategic adjustments to reverse this situation. Contents: Foreword Introduction Chapter Corporate Strategy Section II the basic concepts of corporate strategy business strategy and system features the company s mission and goals of Section IV of the emergence and...



[READ ONLINE](#)
[5.77 MB]

Reviews

Good eBook and helpful one. It really is written in straightforward words and phrases and never confusing. I am just effortlessly could possibly get a enjoyment of looking at a published book.

-- Romaine Rippin

The book is great and fantastic. it absolutely was written very properly and beneficial. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Lyda Davis II