

<<危机处理 Crisis Management>>

图书基本信息

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内容概要

Fast track route to understanding crisis management Covers the key areas of crisis management from crisis planning and handling a global business crisis to crisis plan execution Examples and lessons from some of the world's most successful businesses, including Parsons Corporation, Pepsi Cola, Johnson and Johnson and General Motors, and ideas from the smartest thinkers, including Douglas Hearle, James E Lukaszewski and Fraser P Seitel Includes a glossary of key concepts and a comprehensive resources guide

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书籍目录

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