

<<布莱克韦尔战略管理学百科辞典>>

图书基本信息

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内容概要

This book is the volume in Blackwell Encyclopedia of Management devoted to the subject of strategic management. This relatively recent area of study in management stems from 1970s, but its origins go much deeper. The literature of the subject builds upon the early pioneers of management thought, such as Urwick, Fayol, Taylor, Simon, Barnare, Chandler, and the like. NOtice that nearly all of these names are from the USA. The list could be broadened to include others from Europe, such as Crozier, Woodward, Edwards, and Townsend. The field has also drawn somewhat on writers on military strategy, such as Clauzwitz, Liddell Hart, Sun Tzu, Machiavelli, and Mao Tse Tung. Not all of these conceptual thinkers are represented in this book;nor are the sriters in decision theory, game theory, and such like. Regrettably, there is a finite length to any volume.

本书为英文版。

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