

<<Becoming a Better Va>>

图书基本信息

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内容概要

Why do some companies perform beyond expectation year after year while others start out strong but quickly fizzle? The answer lies in their ability to create long-term value. In this book, a leading professor at the top-ranked University of Michigan Business School presents five keys to creating value by incorporating the efforts of marketing, manufacturing, human resources, and finance in a strategy for continuing bottom-line success. His fresh look at what makes companies work shows managers how they can identify the factors that create value and use them to benefit their organizations and their own careers. Why do some companies perform beyond expectation year after year while others start out strong but quickly fizzle? The answer lies in their ability to create long-term value. In this book, a leading professor at the top-ranked University of Michigan Business School presents five keys to creating value by incorporating the efforts of marketing, manufacturing, human resources, and finance in a strategy for continuing bottom-line success. His fresh look at what makes companies work shows managers how they can identify the factors that create value and use them to benefit their organizations and their own careers.

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