



图书基本信息

- 书名:<<专业服务业>>
- 13位ISBN编号:9787300041742
- 10位ISBN编号:7300041744
- 出版时间:2002-1
- 出版时间:人民大学
- 作者:A · 南达编
- 页数:189

版权说明:本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。

更多资源请访问:http://www.tushu007.com



内容概要

Welcome to entry in the From the Field series of case collections from HBS Publishing. We have three main objectives for this series : To enrich readersunderstanding of business by presenting coherent collctions of field-based research published by Harvard Business School. Understanding business involves much more than earnings reports and news headlines. It means understanding how managers perceive and analyze the complex challenges their companies face and the strategies and tactics they devise in response. For nearly a century HBS has been 5researching the world of managers from inside companies and delivering their stories to facilitate superior teaching and learning. You wont find easy answers or quick fixes in these cases, but you will discover balanced, and the intelligent professionals who-like you-are trying to cope with them.



书籍目录

CONTENTSe-ConsultingSummaryNoteQuestions and Ideas to ConsiderAGENCY.COM(A):Launching an Interactive Service AgencySummaryCasee Questions and Ideas to ConsiderAGENCY.COM(B):Managing Rapid GrowthSummaryCaseQuestions and Ideas to ConsiderEggrock Partners,LLC(A)SummaryCaseQuestions and Ideas to ConsiderEggrock Partners,LLC(B)SummaryCaseQuestions and Ideas to ConsiderMorgan Stanley Dean Witter Private Client ServicesSummaryCaseQuestions and Ideas to ConsiderHambrecht & QuistSummaryCaseQuestions and Ideas to ConsiderThe Peppers and Rogers GroupSummaryCaseQuestions and Ideas to ConsiderTom Tierney at Bain & Company(A)SummaryCaseQuestions and Ideas to ConsiderTom Tierney at Bain & Company(B)SummaryCaseQuestions and Ideas to ConsiderTom Tierney at Bain & Company(C)SummaryCaseQuestions and Ideas to Consider





编辑推荐

Welcome to entry in the From the Field series of case collections from HBS Publishing.

第一图书网, tushu007.com



版权说明

本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。

更多资源请访问:http://www.tushu007.com