

<<全球商务管理>>

图书基本信息

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内容概要

胡松华编著的《全球商务管理》为全英文教材，比较系统地介绍了国际商务管理的各个方面，包括国际商务模型、国际投资管理、国际贸易的理论与实务、全球战略管理和全球组织架构设计、全球供应链管理等内容。

该书内容翔实，体例完整，方便教学。

每章含有的案例和中国的实际情况结合紧密，资料主要来源于国内企业，具有很强的实操性，所以本书理论和实际相结合得较好。

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