

<<(关系的艺术)>>

图书基本信息

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内容概要

As pundits rail about the "China threat" to U.S. competitiveness and offer often-hackneyed arguments against outsourcing, Guanxi explores the true ramifications of China's high-tech buildup-and the means by which it can be turned to competitive advantage, in part by "insourcing" the untapped talent in the country's top universities. Sprinkled with telling observations, compelling characters, and lively anecdotes about the brilliant successes and sometimes painful stumbles of the world's most powerful software company, Guanxi is essential reading for business leaders, entrepreneurs, and technologists around the globe.

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