

<<Blackwell管理百科全书>>

图书基本信息

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内容概要

Previous editor: Derek Channon, Imperial College London more explicit attention is given to 'competitive strategy' and 'competitive advantage'; the 'resource-based view' is treated fully, with recent developments around the 'knowledge-based view'; the 'new economy' is introduced, specifically economics of knowledge and information and the nature of network externalities. A new preface by the current editor, John McGee, acknowledges the signal contribution of Derek Channon and outlines the key current trends in the field of strategic management.

书籍目录

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