





## Genuine] competitive strategy (the full translation Collector's Edition) Michael Porter (PorterM.)(Chinese Edition)

By MAI KE ER? BO TE (Porter M.)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012-06-01 Pages: 379 Publisher: Huaxia Publishing House title: Competitive Strategy (the full translation Collector's Edition) List Price: 49.00 yuan Author: Michael Porter (Porter M.) Press: China published Society Publication Date: June 1. 2012 ISBN: 9.787.508.070.513 words: Pages: 379 Edition: 2nd Edition Binding: Paperback: 16 commodity identification: asinB008S7G4KC Editor's Choice competition strategy (the full translation Collector's Edition) by for any The analysis of the industry and any features competitors start. the book further attention to the competitive strategy in decentralized industries. emerging industries. mature industries. declining industries. and the global industry. A competitive strategy (the full translation Collector's Edition). discusses the company to develop analytical techniques. including vertical integration. capacity expansion and to enter new industries important strategic decision. Abstract No structure of the industry in Chapter 1 of the first generic version Introduction Contents Introduction Foreword 1980 analysis techniques basic categories defined in Chapter 2. competitive strategy analysis of structured analysis structured factors determine the intensity of competition and competitive strategy structured analysis and industry riddled with elements of integration of the three basic strategies...

## Reviews

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