



Opening Force: Everlasting operating benevolent(Chinese Edition)

By GUO YU KUAN

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: December 2012 Pages: 208 Language: Chinese in Publisher: China Business Press 2012 can be described as open year on the Chinese business community. Liu: not open on the Chinese enterprises to deepen the open on the future of the Chinese enterprises; Zhengfei: Huawei is not open are going to die; Ma: open. not attitude ability. and start Tencent open strategy to meet the open era. Open force is increasingly being raised to the height of the business strategy. In view of this, the authors extracted the core concept of the open force, and Apple, Baidu, Netease, China Vanke, Wanda, New Oriental dozens of Chinese and foreign enterprises to the case, to analyze the pros and cons of their operations for the current enterprise operations, as well as the future direction of the enterprise a sustainable business kingly. Coca-Cola, where customers, sea fishing, what are the three companies behind common business logic? Xue Manzi why investors from a low-key, and turned to the known? The the Foxconn why the frequent occurrence of the jumping events? Management mode...



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