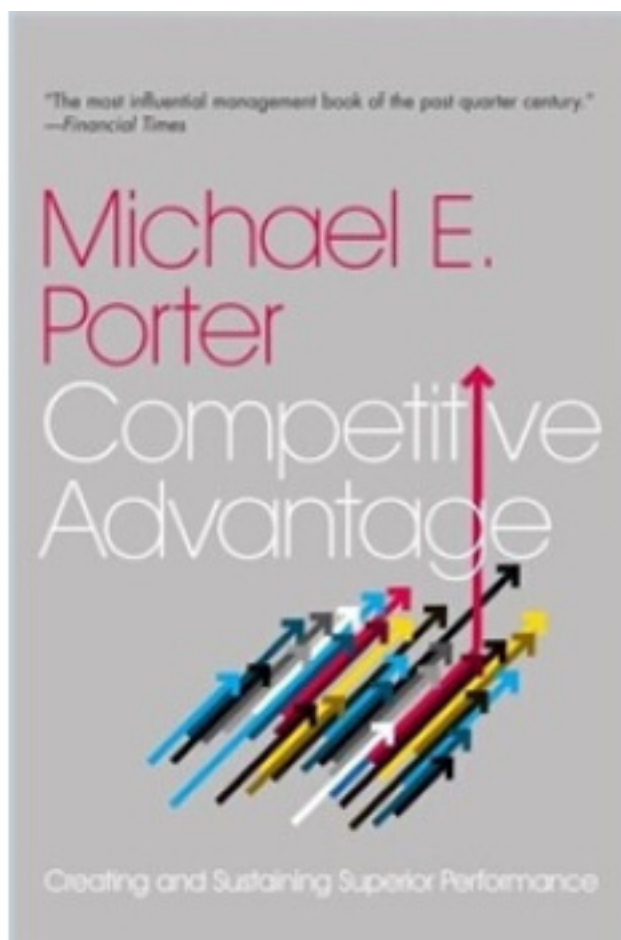


Competitive Advantage竞争优势 英文原版 [平装]



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标签

评论

一直在认真阅读中，需要慢慢消化。

还不错，正在看呢。。。。

交付及时，第三天送达。

美国顶级战略大师，大名鼎鼎。

书的质量很好，内容也很好~~

朋友说这个买对的了啊

刚刚收到，到货很快，准备看看。 书的质量看上去还是很不错的！

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对得起这个价格，刚刚收到，希望内容也不错

正版书，比外面便宜，不错，很喜欢

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内容很不错，学习一下！

东西很实用，值得推荐

挺好的 很轻 方便携带

还可以还可以还可以还可以

ok 不错不错vok 不错不错

书很厚，印刷很好，价格也不贵

很值得一读，包装精致，推荐

大师作品，品质无须怀疑。

简装版，挺满意，质量很好

英文版比较容易懂，中文版的包装很漂亮。

好好！！！！！！！！

暂时没发现缺点

手有余香

书是好书 不过呢 没太多时间看

内容绝对是经典著作，不过纸张实在有点对不起这个价格

原版英文，很厚，买回来慢慢消化

有磨损，不应该有磨损，不应该

书还行 就是纸张太差了点价格偏贵

书的质量不好，纸张什么的等等，不像我在新华书店看到的那些英文原版的书，都是很精装的，不过，价格相对会贵一些，这个书就像是国外一些很烂的出版社出版的。另外，内容还没有看，希望不要有错。应该会没有错吧。。

这么贵的书，质量一般般

我明明就选择了赠品，但是没有送。还有，书的质量不好，有一处污点。

studying on it

very nice thx

it is classical work to introduce and conclude the key statement of competition

其他家都没有京东价格低，就是当时库房没货，送货用了几天。
这是一本好书，Michael E. Porter的2本都是好书，Competitive Strategy: Techniques
for Analyzing Industries and Competitors (1980), by Michael E. Porter Competitive
Advantage: Creating and Sustaining Superior PerformanceMichael E. Porter1998

.....

Mr. Porter's book did an excellent job in outlining all the key areas that matter in the
real world. Mr. Porter takes you through the exercise of properly choosing strategies
(price, differentiation, technology) while focusing on buyer values to create sustainable
competitive advantages and barriers. His outline of industry segmentation helps to
keep readers focused on properly using capital to maximize earnings and competitive
positions (a common mistake in the business world). I found the read most helpful in
structuring a much more sound strategic plan for my own company. Thank you to Mr.
Porter for providing such a wonderful strategic guide. CEO Profit Line of America, Inc.

纸张一般，印刷清晰。看看有没有关键字：Michael E. Porter, one of the world's
leading authorities on competitive strategy and international competitiveness, is

Professor of Business Administration at the Harvard Business School. He is the author of fourteen books, among them Competitive Strategy, The Competitive Advantage of Nations, and Cases in Competitive Strategy. Michael E. Porter, one of the world's leading authorities on competitive strategy and international competitiveness, is Professor of Business Administration at the Harvard Business School. He is the author of fourteen books, among them Competitive Strategy, The Competitive Advantage of Nations, and Cases in Competitive Strategy. The most influential management book of the past quarter century....A veritable goldmine of analytical concepts and tools to help companies get a much clearer grasp of how they can create and sustain competitive advantage. --Financial Times The most influential management book of the past quarter century....A veritable goldmine of analytical concepts and tools to help companies get a much clearer grasp of how they can create and sustain competitive advantage. --Financial Times The most influential management book of the past quarter century....A veritable goldmine of analytical concepts and tools to help companies get a much clearer grasp of how they can create and sustain competitive advantage. --Financial Times The most influential management book of the past quarter century....A veritable goldmine of analytical concepts and tools to help companies get a much clearer grasp of how they can create and sustain competitive advantage. --Financial Times The most influential management book of the past quarter century....A veritable goldmine of analytical concepts and tools to help companies get a much clearer grasp of how they can create and sustain competitive advantage. --Financial Times

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