

SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good (Chinese Edition)

Rosabeth Moss

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SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good (Chinese **Edition**) Rosabeth Moss

This book mainly studies large corporations, especially the leading globalized corporations that have new business models. From three aspects, i.e. remodeling of new business models, construction of peopleoriented corporate values, and cultivation of tolerant enterprise spirit, the book elaborates on ways to success.



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