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Judul:

The end of competitive advantage : how to keep your strategy moving as fast as your business / Rita Gunther McGrath.

Pengarang/Penulis:

McGrath, Rita Gunther, author

Subjek:

Organizational change; Corporations--Growth; Business planning

Nomor Panggil:

658.401 2 MCC e

Penerbitan:

Massachusetts Harvard Business Review Press

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