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| Sommario/riassunto | This book selects Chinese excellent enterprise management cases, integrating into the education system of business schools, sharing "China's new story" to readers, and boosting the process of national economic construction and enterprise transformation. Chinese enterprises face unprecedented opportunities and challenges under the circumstance of fast-changing technology, economy, and political environment. In the face of various uncertainties, they have risen to prominence and constantly summed up enterprise management concepts and practical experience suitable for their own development to reshape their competitive advantages and enhance their market value. Based on the investigation, this book covers the major theoretical aspects of management principles such as planning, |

organizing, leading, controlling, and innovation. The 17 selected cases from manufacturing, retailing, technology/big data service, agriculture, and other industries cover strategic management, entrepreneurial management, human-oriented management, information management, and organizational innovation management. We hope that readers can get some valuable practical experience and enlightenment from the practices in these fields. The book also includes two case study guides, which guide readers to form a case study's thinking. It also encourages readers to broaden their learning ideas on management.
