

1. Record Nr.	UNISA996389558503316
Autore	Rapin Rene <1621-1687.>
Titolo	A comparison between the eloquence of Demosthenes and Cicero [[electronic resource] /] / translated out of French
Pubbl/distr/stampa	Oxford, : [s.n.], 1672
Descrizione fisica	[2], 210 p
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Translation of: Comparaison de Deïmostheïne et de Cicelron. First ed. in English. Cf. BM. Reproduction of original in Yale University Library.
Sommario/riassunto	eebo-0198

2. Record Nr.	UNINA9910963772903321
Autore	Itami Hiroyuki <1945->
Titolo	Mobilizing invisible assets / / Hiroyuki Itami with Thomas W. Roehl
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, c1991
ISBN	9780674038981 0674038983
Edizione	[1st Harvard University Press pbk. ed.]
Descrizione fisica	1 online resource (200 p.)
Altri autori (Persone)	RoehlThomas W
Disciplina	658.4012
Soggetti	Strategic planning Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally published: Cambridge, MA : Harvard University Press, 1987.
Nota di bibliografia	Includes bibliographical references (p. [175]-[179]) and index.
Nota di contenuto	""Foreword""; ""Preface""; ""Contents""; ""1. The Concept of Strategic Dynamics""; ""2. Invisible Assets""; ""3. Customer Fit""; ""4. Competitive Fit""; ""5. Technological Fit""; ""6. Resource Fit""; ""7. Organizational Fit""; ""8. Overextension and Invisible Assets""; ""Epilogue In Pursuit of Strategic Thinking""; ""Works Cited""; ""General References""; ""Index""
Sommario/riassunto	Successful corporate strategies, says this leading professor of management, depend upon dynamic marshaling of a firm's "invisible assets"—information-based resources such as technological know-how, the visibility of a brand name, or knowledge of a customer base—as well as tangible assets such as people, goods, and money. Hiroyuki Itami emphasizes the ways strategy must fit the firm's external environment (customers, competitors, and ever-changing technology) and also the importance of internal fit within the organization. He uses invisible assets as a single organizing concept to discuss the appropriateness of strategy in each area. Strategy, Itami insists, must be adapted to rapidly changing conditions and must sometimes be prepared in advance of expected change. The most powerful strategy may often intentionally create imbalance in the short run in order to accumulate invisible assets and energize the organization. Itami examines successful strategies of Japanese firms, which have always operated in an environment of uncertainty and all-pervasive change. Sony and Honda are not the only examples, however—Itami also

discusses IBM, Volkswagen, and the Swiss watch industry. The range of examples gives the book wide applicability and appeal to American business executives, who are now facing a similar situation of rapid change. The clarity and sound construction of Itami's argument will make it useful not only to MBAs and theorists of international business and comparative management, but also to "real world" planners and managers who are currently coping with just the sort of situations Itami describes.
