

## Knowledge@Wharton: On Building Corporate Value



Offers a new way of looking at the perplexing circumstances surrounding business today. Knowledge@Wharton on Building Corporate Value examines the financial and strategic approaches for bringing companies back from the bleeding edge. Through a combination of research, Wharton Executive Education programs and events, and company cases and interviews with industry leaders, this book delivers epiphanies for managers who have lost their way in the e-craze. The authors provide a framework for applying more robust and rigorous approaches to financing, outsourcing, R&D, company infrastructure, and customer relationship management.

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