

참고 문헌 및 출처

많은 장에서 설명과 정량적 정보를 위해 비즈니스 스쿨 사례를 많이 활용했습니다. 모든 관련 사례는 각 장의 참고 문헌 서두에 인용되어 있습니다. 달리 명시되지 않는 한, 영업 이익 및 투자 자본 수익률과 같은 시계열을 나타내는 수치는 Compustat 데이터베이스에 수집 및 기록된 기업의 연례 보고서 및 1만 건의 신고서의 데이터를 기반으로 합니다.

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