

企業策略創新的系統動力模型-以中華電信推動 ADSL 策略為例-
A System Dynamics Model on Corporate Strategy Innovation
-An Analysis of Chunghwa Telecom's ADSL Initiative-

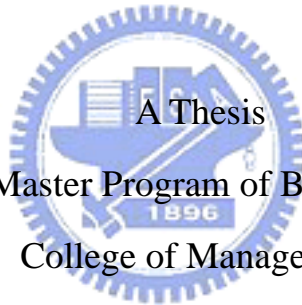
研究生：何旭輝
指導教授：毛治國教授

Student：Ho Hsu-Hui
Director：Mao Chi-Kuo

國立交通大學

管理學院碩士在職專班經營管理組

碩士論文



Submitted to The Master Program of Business and Management

College of Management

National Chiao Tung University

in partial Fulfillment of the Requirements

for the Degree of

Master

of

Business Administration

July 2005

Taipei, Taiwan, Republic of China

中華民國 94 年 7 月