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Le guide du Financial Times

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modèles de management



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Le Guide Du Financial Times Modegraveles De Management

Marcel Van Assen, Gerben Van De Berg, Paul Pietersma



Le Guide Du Financial Times Modegraveles De Management:

Le guide du Financial Times Marcel Van Assen, Gerben Van De Berg, Paul Pietersma, 2014-03-28 Qu'on les aime ou qu'on les redoute les modèles de management sont des outils indispensables à la gestion des entreprises. Que vous soyez manager consultant ou encore étudiant vous devez les connaître et les maîtriser. Le guide du Financial Times concis et pratique rassemble les 60 modèles de management classiques comme d'avant-garde les plus efficaces et les plus utilisés. Vous y trouverez notamment les modèles stratégiques : Oc-an-bleu, matrice BCG, lean et juste temps, 4P du marketing selon Kotler, analyse de Pareto. Cette deuxième édition d'un best-seller mondial a été entièrement actualisée et enrichie. Vingt-sept modèles ont ainsi été ajoutés : planification stratégique, des RH, cercle de l'innovation, cartographie de la chaîne de valeur, huit étapes du changement de Kotter et des dizaines d'autres : mis à jour, benchmarking, SWOT, cinq forces de Porter. Un livre référence qui intéressera tous ceux qui doivent optimiser leur pratique du management ou développer des outils complexes pour répondre aux nouveaux enjeux du monde de l'entreprise.

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