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Les 5 forces de Porter et l'avantage concurrentiel

By Stéphanie Michaux

50 Minutes Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour comprendre le modèle des 5 forces de Porter ! Imaginé dans les années soixante-dix par Michael E. Porter, le modèle des cinq forces fait partie des incontournables en stratégie. À la fois conceptuel et simple d'utilisation, il permet aux décideurs de percevoir les jeux de forces et d'influences qui composent les industries dans lesquelles sont positionnées leurs entreprises. Ce livre vous aidera à : . analyser les atouts et faiblesses de vos concurrents . vous rendre compte des tendances de votre secteur . visualiser les enjeux de votre industrie . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteure, Stéphanie Michaux, nous avons cherché à présenter aux lecteurs un modèle qui leur permettra de visualiser les champs de force d'une industrie définie. Enfin, les entrepreneurs, parmi ceux-ci, ne manqueront pas d'apprécier sa simplicité de mise en application ainsi que sa clarté. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing La série « Gestion & Marketing » de la collection 50MINUTES fournit des...



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