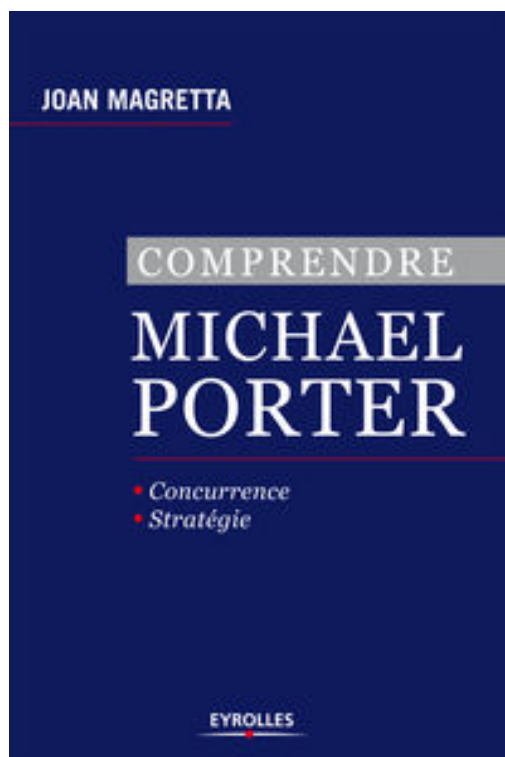


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Lire des ebooks Comprendre Michael Porter Joan Magretta PDF, ePub, mobi, Une synthèse accessible et unique des travaux de Michael Porter, la référence mondiale en matière de stratégie d'entreprise.

Avantage concurrentiel, chaîne de valeur, cinq forces... les apports conceptuels de Michael Porter dans le domaine du management stratégique sont incontournables.

Pourtant, la densité des ouvrages majeurs de Porter, tels que *Choix stratégiques et concurrence* ou *L'Avantage concurrentiel* peut parfois intimider.

Ce livre apporte la solution.

Rédigé avec la pleine coopération de Porter lui-même par Joan Magretta, sa collaboratrice de longue date, cet ouvrage a pour ambition de rendre accessible - sans jamais la trahir - la pensée de Porter, de balayer les idées reçues et de lever tout malentendu.

Clair, concis, enrichi de nombreux exemples concrets, agrémenté d'un entretien inédit avec Porter et d'un glossaire des principaux concepts qu'il a développés, *Comprendre Michael Porter* est une synthèse remarquable des travaux de l'un des penseurs en stratégie les plus novateurs de notre époque.

Maîtriser ses idées permettra à tout dirigeant, enseignant ou étudiant en gestion de comprendre comment des entreprises peuvent conserver des avantages concurrentiels pendant des décennies et pourquoi la stratégie est d'autant plus importante en période de turbulences et d'incertitudes.

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