

Lire Des Ebooks Devenez Un As De La Stratégie Collectif PDF, EPub, Mobi



Lire des ebooks Devenez un as de la stratégie Collectif PDF, ePub, mobi, Se former au management, c'est acquérir des compétences dans de nombreux domaines à la fois très différents et pourtant tous liés entre eux. L'un de ces grands domaines : la stratégie. C'est elle qui permet au manager de positionner de la meilleure manière possible son entreprise ou son produit.

De la théorie à la pratique

Ce livre mêle les grands courants économiques qui dominent lorsqu'il est question de stratégie (les avantages comparatifs de Ricardo et la théorie des jeux) à des modèles plus directement pratiques tels que la matrice SWOT ou l'analyse PESTEL, le modèle de Greiner, la stratégie Océan Bleu, les outils développés par Michael Porter, etc. Chaque chapitre s'arrête sur un de ces concepts afin de l'étudier de manière

claire et complète, tout en restant concis.

Des exemples concrets et des études de cas permettent de passer directement du livre à la prise de décision réelle, pour une planification stratégique globale judicieuse et un suivi de cet axe stratégique dans les actions mises en place.

Un positionnement construit pour gagner !

Devenez un as de la stratégie est un guide de référence pour s'approprier les grands concepts fondateurs des sciences de gestion et les employer pour :

- construire un business model solide ;
- mener une stratégie globale pertinente et avertie qui garantisse la cohérence des actions ;
- comprendre les rapports de force et découvrir des outils de négociation ;
- anticiper les changements structurels et fonctionnels ;
- oser l'innovation et assurer une croissance durable.

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