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- rattraper votre retard par rapport à vos concurrents ;
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Le mot de l'éditeur :

« Avec l'auteur, Antoine Delers, nous avons cherché à présenter aux lecteurs une méthode d'amélioration continue, afin qu'ils s'en inspirent et initient, si ce n'est déjà fait, un benchmarking qui leur permettra certainement, une fois appliqué à leur secteur ou à leur société, de (re)trouver une place de leader sur leur marché. » - Juliette Nève

À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing

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