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MANAGEMENT STRATÉGIQUE

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Ce manuel analyse les stratégies et leur déploiement à la lumière des mutations les plus récentes. Illustré par de nombreux exemples, chaque chapitre précise les problématiques fondamentales ainsi que les compétences clés à acquérir et propose des mini-cas.

Clair et pédagogique, ce manuel a su s'imposer comme une référence en séduisant plus de 40 000 lecteurs depuis sa première édition.

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