



L'analyse PESTEL et le macroenvironnement

By Thomas del Marmol

50 Minutes Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour construire une analyse PESTEL Comment repérer les événements qui auront un impact majeur sur l'avenir de l'entreprise Quelles décisions prendre pour survivre dans un milieu aussi mouvant et concurrentiel que le nôtre actuellement Comment s'adapter rapidement et efficacement aux inévitables changements à venir Ce livre vous aidera à : . Identifier les facteurs évolutifs de l'environnement macroéconomique . Initier une discussion proactive pour aborder l'avenir sereinement . Prévoir les changements probables . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Thomas del Marmol, nous avons voulu proposer aux lecteurs un petit guide général sur le PESTEL afin qu'ils puissent se rendre compte de l'impact exercé par la dimension macroéconomique sur les entreprises et qu'ils n'oublient jamais de tenir à l'oeil cet aspect au sein de leur propre société. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing La série « Gestion & Marketing » de la collection 50MINUTES fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent...



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