

# Les stratégies de l'entreprise et le management stratégique

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**V**ivre dans le futur est une nécessité évidente pour toute entreprise quels que soient sa taille et son domaine d'activité. Pour être efficace dans l'avenir, elle doit décrypter les informations disponibles.

Comment établir une grille d'objectifs et progresser vers ceux-ci en se focalisant sur des stratégies ? La stratégie apporte la réponse de l'entreprise pour analyser ses forces et ses faiblesses et s'adapter à l'évolution de son environnement. Dans cette optique, il s'agit donc à la fois d'identifier et de choisir des objectifs à moyen et long terme, d'adopter des voies pour les atteindre et d'allouer l'ensemble des ressources nécessaires.

# Leacutepopeacuttee Logan Strateacutegies Et Management

**Kathleen Armour**



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