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le métier de coach

Sous la direction de François Delivré

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Le marketing du coach René-David Hadjadj, 2011 Pr sentation Quelles sont les conditions pour r ussir en tant que coach et d velopper votre business Pour mettre toutes les chances de votre c t avant de vous lancer et apr s avoir r fl chi en profondeur la qualit de votre motivation cet ouvrage vous propose d appliquer les bases du marketing votre pratique quel est votre positionnement sur le march et quels sont vos concurrents Comment fixer vos tarifs et d finir vos objectifs financiers Comment vous faire conna tre et organiser vos actions commerciales Comment vous vendre et gagner de nouveaux clients Afin de finaliser votre projet il vous restera choisir votre statut votre cadre juridique social et fiscal Des guestionnaires qui vous inciteront vous interroger sur un grand nombre d aspects li s votre m tier Des exercices qui vous permettront de valider vos choix et de consolider vos d cisions Des exemples de contrats Au sommaire Le coaching et moi Atteindre la performance commerciale Le marketing du coach Strat gie pour ma nouvelle vie professionnelle Annexes Le marketing du coach René-David Hadjadj, 2011-07-07 Quelles sont les conditions pour russir en tant que coach et d'velopper votre business Pour mettre toutes les chances de votre c t avant de vous lancer et apr s avoir r fl chi en profondeur la qualit de votre motivation cet ouvrage vous propose d'appliquer les bases du marketing votre pratique quel est votre positionnement sur le march et quels sont vos concurrents Comment fixer vos tarifs et d finir vos objectifs financiers Comment vous faire conna tre et organiser vos actions commerciales Comment vous vendre et gagner de nouveaux clients Afin de finaliser votre projet il vous restera choisir votre statut votre cadre juridique social et fiscal Des questionnaires qui vous inciteront vous interroger sur un grand nombre d'aspects li s'votre m tier Des exercices qui vous permettront de valider vos choix et de consolider vos d cisions Des exemples de contrats Le marketing symbiotique Eric Milliot, 1997-01-01 Cet ouvrage examine tout d abord les diff rentes facettes du marketing symbiotique pour mieux comprendre la nature la port e les modes d'application et les m canismes de fonctionnement des coop rations tudi es Puis il value l'impact de la symbiose commerciale sur l'difice conceptuel o elle se greffe Les principes concurrentiels les structures de entreprise les logiques de march et les dimensions du marketing sont ainsi revisit es sous l'angle de la coop ration symbiotique Le Marketing, Facteur D'evolution Du Tourisme ,1972

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une conception comportementaliste et instrumentaliste de l'individu qui sont vendus prescriptions de comportements tests et recettes du bonheur Pourtant une alternative existe l'accompagnement professionnel personnalis Ce volume vise clarifier les enjeux th oriques et thiques et mettre en d'bat les professionnels qui placent l'articulation individu groupe organisation institution au centre de leurs pratiques d'accompagnement des acteurs sociaux *ESTHÉTIQUE DU MANAGEMENT* Pierre Guillet de Monthoux,1999-01-01 Si entreprendre est un art la gestion est une affaire d'esth tique Mais comment produit on le beau ou le sublime Suivant le conseil de Joseph Beuys qui insiste sur KUNST KAPITAL l'art est identique au capital dans l'entreprise de demain Et nous voil en route pour une le on de gestion Enseign e par les ma tres modernes de Kant Gadamer Un vrai cours europ en de M B A c'est dire un Master en Business Art **Livres hebdo** ,2009 <u>Associations Canada</u> ,2000

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FIEP Bulletin ,1990 *Pour une approche ethno-historique du travail* Jean-Pierre Hierle,2000 tudie les apports de l ethnologie et de la connaissance du travail et r pond un certain nombre de questions sur les cultures du travail orale et crite sur la m moire et sur les deux points essentiels de la sociologie du travail le rapport entre la coop ration et la comp tition

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