



# Le Management Stratégique De L'entreprise Laquelle Saisje Raquo Ndeg

**Michel Ghertman**



## **Le Management Stratégique De L'entreprise Laquo Que Saisje Raquo Ndeg:**

**Le management stratégique de l'entreprise** Michel Ghertman, 1992 La stratégie est le point de rencontre entre la liberté de l'entreprise et l'évolution de son environnement Le management stratégique de l'entreprise Michel Ghertman, 2004 Le management stratégique de l'entreprise ou MSE est d'abord une pratique celle de la direction générale d'une firme quelle que soit sa taille ou sa nationalité d'origine ou de l'une de ses composantes Cette pratique tient plus d'un art de l'action influençant ses acteurs internes et externes qu'à la mise en œuvre de préceptes scientifiques d'ailleurs Le MSE est en même temps une discipline académique essentielle pour la formation des étudiants en gestion C'est la seule vocation généraliste permettant d'intégrer les approches fonctionnelles comme comptabilité finance marketing ressources humaines production et logistique Cet ouvrage expose et explique les outils les concepts et les méthodes utilisés par les consultants en stratégie

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