



La Matrice SWOT (Gestion & Marketing (nouvelle édition) t. 21) (French Edition)

Christophe Speth, 50 minutes

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La matrice SWOT vous permettra d'analyser les différentes options stratégiques envisageables pour votre entreprise. Déterminez les forces, les faiblesses, les opportunités et les menaces propres à une situation donnée et améliorez ainsi votre prise de décision.

Ce livre vous aidera à:

- Comprendre l'importance des quatre facteurs composant la matrice SWOT (Strengths, Weaknesses, Opportunities, Threats) ;
- Distinguer les facteurs qui influencent positivement ou négativement le fonctionnement interne et l'environnement externe de votre entreprise ;
- Mieux définir votre plan d'action grâce à un outil d'analyse stratégique facile à utiliser ;
- Prendre des décisions tout en ayant une vue globale des options stratégiques envisageables ;
- Et bien plus encore !

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