

DAN A. SENI

# ANALYSE STRATÉGIQUE ET AVANTAGE CONCURRENTIEL



Presses  
de l'Université  
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# Analyse Strategique Et Avantage Concurrentiel

**Patrick Simon (juriste).)**



## **Analyse Stratégique Et Avantage Concurrentiel:**

*Analyse stratégique et avantage concurrentiel* Dan Alexander Seni, 2013 Complément idéal aux manuels de base des premiers cours de gestion cet ouvrage présente les concepts et les outils principaux nécessaires pour concevoir et réaliser les analyses sur lesquelles repose la stratégie d'une entreprise en quête d'avantage concurrentiel An ideal complement to the basic manuals for the first management courses this book presents the main concepts and tools needed to design and carry out the analyzes on which the strategy of a company in search of competitive advantage is based

**Management stratégique** Ulrike Mayrhofer, 2007 **Stratégie** Alain Desreumaux, Xavier Lecocq, Vanessa Warnier, 2009 **Analyse stratégique** Gérard Garibaldi, 2011-07-07 Une méthodologie claire pour adapter rigoureusement son positionnement face la concurrence Un ensemble d'outils dits ouverts définissant un cadre d'étude et de réflexion quelle que soit la situation concurrentielle rencontrée L'expérience d'un praticien doublée de celle d'un formateur L'analyse stratégique approche méthodologique au service des dirigeants garantit les chances de développement de leurs entreprises et donc leur pérennité Le bon usage de cet exercice conduisant la décision suppose une grande finesse de perception des mouvements dans l'environnement Ces mouvements sont le plus souvent précédés par des signaux faibles mieux les interpréter c'est acquiescer du sens stratégique Les fondements de la stratégie sont ainsi revisités du lien évident entre marketing et stratégie aux choix de la stratégie corporate de la compréhension de l'avantage concurrentiel la maîtrise des facteurs de succès L'auteur explore les sept domaines clés de l'analyse stratégique étude de l'environnement diagnostic de l'entreprise segmentation gestion du portefeuille chaîne de valeur groupes stratégiques outils d'aide la décision , **Analyse stratégique** Pierre Jeanblanc, 2011-08-24 L'auteur revisite les concepts majeurs du management stratégique la lumière des lois fondamentales de l'économie et du paradigme de l'économie industrielle L'articulation de ces deux approches permet d'offrir une nouvelle vision de la démarche stratégique allant au-delà de la simple lecture managériale Ce décryptage original permettrait d'chapper l'effet boite noire de la discipline et de lire la stratégie d'entreprise comme un simple outil de gestion de l'accumulation du capital Loin d'être une critique du capitalisme l'ouvrage a l'ambition de démontrer que le comportement stratégique de la firme ne peut être décorrélé de son système économique savoir le système capitaliste La thèse est chaque fois illustrée par des cas concrets pris dans la réalité économique de l'entreprise Analyse Stratégique, 3 Edition Gérard Garibaldi, 2011 Présentation Une méthodologie claire pour adapter rigoureusement son positionnement face la concurrence Un ensemble d'outils dits ouverts définissant un cadre d'étude et de réflexion quelle que soit la situation concurrentielle rencontrée L'expérience d'un praticien doublée de celle d'un formateur L'analyse stratégique approche méthodologique au service des dirigeants garantit les chances de développement de leurs entreprises et donc leur pérennité Le bon usage de cet exercice conduisant la décision suppose une grande finesse de perception des mouvements dans l'environnement Ces mouvements sont le plus souvent précédés par des signaux faibles mieux les interpréter c'est acquiescer du sens stratégique Les fondements de la stratégie sont ainsi revisités du

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Au sommaire Introduction Glossaire Les préalables l'analyse stratégique Du marketing la stratégie Le concept de la stratégie moderne l'avantage concurrentiel La stratégie corporate La mise en place d'un processus formalisé L'analyse stratégique les 7 domaines clés d'étude L'étude de l'environnement Le diagnostic stratégique de l'entreprise La segmentation stratégique Le portefeuille stratégique de l'entreprise La chaîne de valeur Les groupes stratégiques Les outils d'aide la décision stratégique Conclusion Bibliographie Index

La Stratégie de l'entreprise face à la concurrence Jean-Paul Sallenave, 1973 *Les Cahiers français*, 1996 **CMA Magazine**, 1997-02 **Aanwinsten van de Centrale Bibliotheek (Queteletfonds)** Bibliothèque centrale (Fonds Quetelet), 1988 **L'expansion management review**, 2000 **Perspectives et réflexions stratégiques à moyen terme** Michel Dollé, 1994 **Sciences en mouvement** Association canadienne-française pour l'avancement des sciences, 1994 L'Acfas s'attache particulièrement la recherche et au développement l'éducation et la vulgarisation scientifiques Le congrès annuel constitue la réalisation la plus visible de l'Acfas Les résumés sont regroupés par section A l'intérieur des sections les communications sont présentées généralement par ordre alphabétique nom du premier auteur

**TERRITOIRE ET COMPÉTITIVITÉ DE L'ENTREPRISE** Anne-Laure Saives, 2002-09-01 Ce livre constitue le 1er ouvrage qui tablit le lien entre le territoire des entreprises et leur compétitivité à l'échelle infra nationale partir d'une lecture théorique multidisciplinaire originale du comportement des firmes au croisement des sciences de la gestion et de l'économie spatiale industrielle et régionale L'industrie agroalimentaire IAA 1re industrie en France en pleine restructuration et la région des Pays de la Loire défavorablement loignée des centres de consommation stratégiques ont servi ici de terrain d'investigation

*Selected Proceedings of the Sixth World Conference on Transport Research: Land use, development and globalization*, 1993 Management stratégique de l'entreprise Serge Oréal, 1993 **Analyse Stratégique**, 2018 *Actes de la Sixième Conférence de L'Association Internationale D'économie Des Pêches* International Institute of Fisheries Economics and Trade. Conference, 1994 *Collection of foreign veterinary medical theses and dissertations*, 1995

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