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[KOTLER P. & Dubois B. - 1997]

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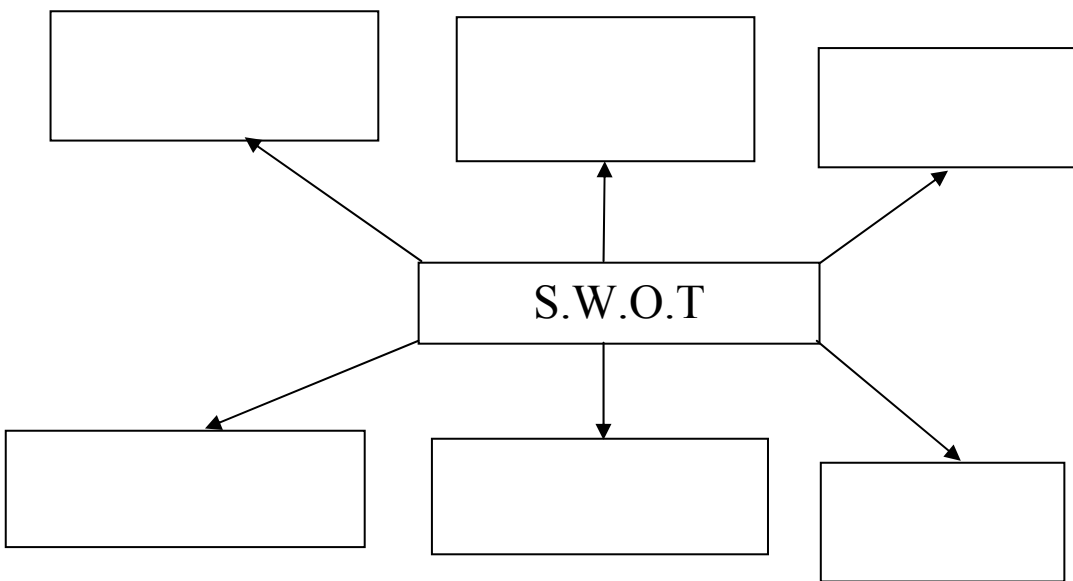
[112-110 - 1992 .]

(.net .com)

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³⁰M.A.C.S

³¹S.W.O.T



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27/07/2000, <http://virtualufi-had.ac.uk/dpg/Ms/coporate20%stategy/unit1/u1-swot-htm> :

M.A.C.S : Matrice d'Analyse des cheminements stratégiques - ³⁰

S.W.O.T: Strength, Weakness, Opportunities, Threats - ³¹

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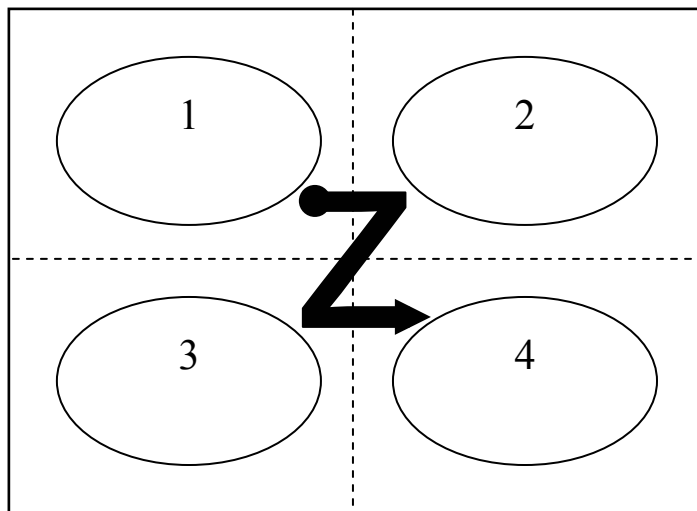
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³²Igor ANSOFF

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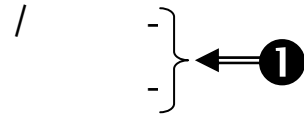
[ANSOFF H. Igor – 1965] :

[ANSOFF H.I, 1965] : I.ANSOFF

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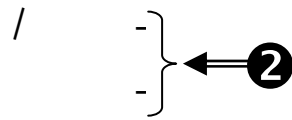
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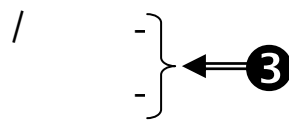
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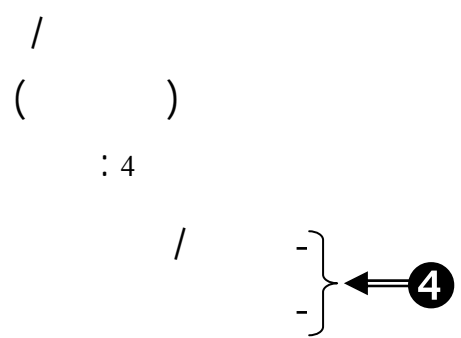
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³³GSM

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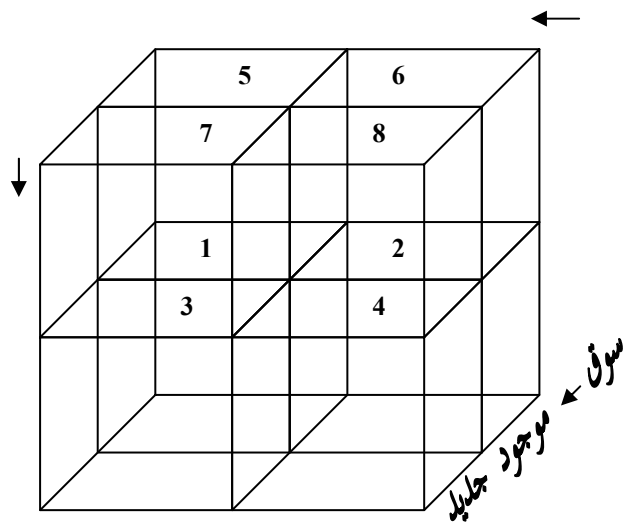
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. [ARNAUD D., 1998 - PP.72-75]

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[ARNAUD D., 1998 - PP. 72-75] :

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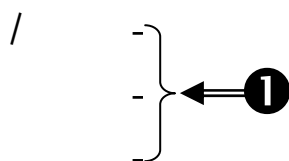
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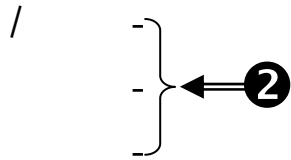
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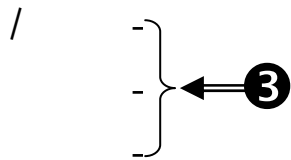
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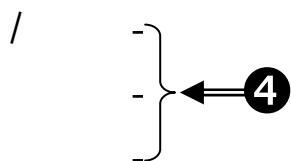
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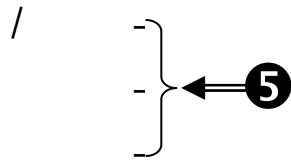


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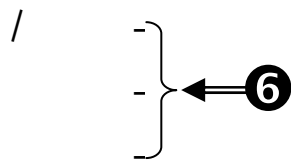
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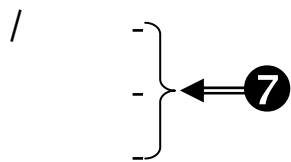
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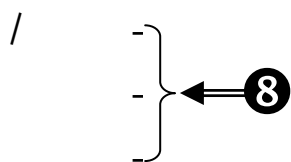
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[BAUMARD P., 2000] [GAZON J., 2000] :

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(Besoins Latents)