

Lerma Kirchner

Planeación estratégica Alejandro Eugenio Lerma y Kirchner

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planeación estratégica por Áreas funcionales es una guía amigable que conduce al lector paso a paso en la tarea relativa al desarrollo de planes estratégicos tanto a nivel corporativo o general como para las diversas áreas funcionales de diversos tipos de organizaciones como libro de texto comprende el temario vigente en la mayoría de las instituciones de educación superior su estructura y facilidades educativas lo hacen accesible a profesores y estudiantes del conocimiento y aplicación práctica de la planeación estratégica describe detalladamente el contenido proceso para desarrollo y presentación temática de los planes de mercadotecnia operaciones finanzas personal e informática en forma integral lo que constituye una ventaja relevante

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