

Baixar Livros Gratuitos Cenários Econômicos E Tendências (PDF|ePub|Mobi|Mp3|Txt) Alexandre Pavan Torres, Murilo Ramos Alambert Rodrigues, Nora Raquel Zygielszyper & Robson Ribeiro Gonçalves Amor



Baixar livros gratuitos Cenários econômicos e tendências (PDF|ePub|Mobi|Mp3|Txt) Alexandre Pavan Torres, Murilo Ramos Alambert Rodrigues, Nora Raquel Zygielszyper & Robson Ribeiro Gonçalves amor, O objetivo deste livro é apresentar ao leitor uma abordagem prática e atualizada do chamado planejamento com cenários. Essa é uma técnica que tem origem tão remota quanto à própria disciplina estratégica empresarial, mas que ganhou feição própria. Na atualidade, planejamento e estratégia devem ser compreendidos como conceitos complementares. Enquanto estratégia relaciona-se com o posicionamento organizacional, planejamento refere-se à preparação de ações. Assim, o termo planejamento com cenários tem o significado de busca de uma antevisão do ambiente externo para dar suporte à tomada de decisão nas organizações.

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