

### Avantage Supply Chain 5 Leviers Pour Faire De V Supply Chain Atout Compétitif

La collection Pro en... propose des ouvrages pratiques permettant de consolider ses compétences professionnelles grâce à un tour complet des outils propres au métier, et à des plans d'action qui mettent le lecteur en situation de mobiliser concrètement, dans son quotidien professionnel ce qu'il a appris du métier. L'ouvrage propose une organisation logique des outils indispensables à toute mise en oeuvre de stratégie d'entreprise. Le sommaire suit l'articulation de la pensée stratégique grâce à la méthodologie suivante : dans un premier temps sont présentés les outils de l'analyse externe et l'analyse interne (l'analyse des ressources, compétences et de l'avantage concurrentiel) qui permettent ensuite de déduire la politique générale et les stratégies par activité. Enfin, une dernière partie porte sur la mise en place opérationnelle de ces stratégies. Chaque objectif de l'ouvrage est une étape de cette méthodologie. Certains outils développés sont pour la première fois présentés dans ce type de guide, comme le financement des stratégies ou la réglementation et le rôle de l'Etat. - 58 modules 'Outil' présentent, agrémentés de schémas ou matrices, tous les outils essentiels, spécifiques du métier : une définition ou description de l'outil + les bénéfices de son utilisation + un exemple d'application + les pièges à éviter. - 15 Plans d'action présentés : l'intérêt du plan d'action + les actions prioritaires à mener + des encadrés informatifs + des éclairages d'expert + des apports novateurs pour mettre à jour ses compétences 'métier' + un cas d'entreprise pour illustrer le plan d'action + les critères de réussite du plan d'action.

This book gives students a thorough overview of the environmental issues that impact the supply chain and details strategic methods of addressing the political, social, technological, market, and economic concerns that have caused organizations to reconsider their impact. Readers will learn how to integrate the fields of operations management, procurement and purchasing, logistics, and marketing into a successful green supply chain, looking outward to form sustainable partnerships rather than focusing their efforts within the company. Each chapter describes a function or dimension of green supply chains, supplemented with short vignettes to ground the theory in practice. The authors examine various industries, including electronics, food products, and manufacturing, and draw on case studies from the Americas, Europe, Asia, and Oceania, allowing students to compare and contrast domestic and international practices. Blending industry insights with the latest academic thinking, they also consider hot button topics like global–local relationships, the role of third parties, green multitier supplier management, and blockchain technology management. Conclusive chapter summaries and plenty of visual aids help readers retain the information they need to improve environmental performance within, and beyond their organizations. Green Supply Chain Management is an excellent introduction to the topic for students and practitioners of supply chain management and environmental sustainability.

It is commonly recognized that logistics has become a majorstrategic issue for all companies, whether they are part of theprimary, secondary or tertiary sector. Faced with the externalpressures of globalization and competition, logistics optimizesprocesses and reduces production and delivery cycles. The use of Sustainable Supply Chain Management (SuSCM) is nowincreasingly at the center of thought, due to the numerous factorsfavoring its implementation: requests from various stakeholders.governmental pressures (decrees, laws, regulations, etc.),environmental pressures (pollution, disappearance of fuel fossils,etc.) and societal pressures (reputation/image, protection, etc.).However, there are still obstacles to the implementation of SuSCM,including significant costs, the complexity of coordination and thelack of communication within the whole supply chain. Nevertheless,it should nowadays be included by any organization in its decisionstowards a strategic approach towards sustainability. This book presents each economic, environmental and societal aspectof SuSCM. By considering each of these dimensions separately, theprimary objective is to facilitate the implementation of theelements that make it up. Readers are also provided with several“strategic interpretive lenses” to be able to performaudits and diagnostics of each component. Contents: 1. The Economic Aspect of Sustainable Supply ChainManagement. 2. The Environmental Aspect of Sustainable Supply ChainManagement. 3. The Social/Societal Aspect of Sustainable Supply ChainManagement. 4. Sustainable Supply Chain Management Balanced Scorecard. About the Authors Joëlle Morana is Lecturer in management science, attachedto the Laboratoire d'Economie des Transports (TransportEconomy Laboratory) at University Lumière Lyon II in France.Her fields of research concern economic, environmental and societallogistics.

PROC SQL
Hierarchical Operations and Supply Chain Planning
Fondements et nouveautés du marketing
English and French, and French and English
Le modèle VASC

les 5 leviers pour faire de votre supply chain un atout compétitif

Authors and Subjects. 1st series

**PROC SQL: Beyond the Basics Using SAS®, Third Edition, is a step-by-step, example-driven guide that helps readers master the language of PROC SQL. Packed with analysis and examples illustrating an assortment of PROC SQL options, statements, and clauses, this book not only covers all the basics, but it also offers extensive guidance on complex topics such as set operators and correlated subqueries. Programmers at all levels will appreciate Kirk Lafler’s easy-to-follow examples, clear explanations, and handy tips to extend their knowledge of PROC SQL. This third edition explores new and powerful features in SAS® 9.4, including topics such as IFC and IFN functions nearest neighbor processing the HAVING clause indexes It also features two completely new chapters on fuzzy matching and data-driven programming. Delving into the workings of PROC SQL with greater analysis and discussion, PROC SQL: Beyond the Basics Using SAS®, Third Edition, explores this powerful database language using discussion and numerous real-world examples.**

**You are not perfect. Never have been, never will be. And no matter how much experience you gain, how long you contemplate a decision, or who you seek counsel from, you will still make the occasional management misstep--a few of them. Guaranteed. And if you stay in management long enough, you will undoubtedly ask yourself questions such as:• Why do I sometimes feel threatened by my best people? • How do I remain cool in hot situations? • How can I ensure people hear what I say? • How can I cope more effectively with change? • Why have I lost so many of my best employees to the competition?The question is, will you wait for these mistakes to happen and then stay awake at night dwelling on these questions, or will you address them proactively so that you may discover the right solutions to apply now? Clinical and business psychologist Nicole Lipkin knows the stresses leaders face. In What Keeps Leaders Up at Night, she examines the common mistakes leaders make with their people. Featuring illuminating examples and exercises, this sleep-friendly book shines a bright light into the dark corners where all leaders struggle with their own shortcomings and presents smart solutions to the problems that arise as a result.**

**Sustainable Procurement is an emerging concept in supply chain and operations management. Manufacturing industries have made improvements in moving from cost-based to quality-based, and customer-focused supply chain management strategies. This is becoming an integrated component in the supply chain system, with players becoming aware of the regulations and needs of the customer. It is imperative for production firms to look at the procurement activity as one of the strategic enablers for sustaining the business in the competitive global environment. This book will provide industries with an understanding of the concepts related to sustainable procurement policies and its implementation. Provides decision and theory development models in sustainable procurement supply chains Includes contributions in all three major analytics: descriptive, predictive, and perspectives in the context of sustainable procurement supply chain Discusses new business models with suppliers and opportunities for co-branding Covers how to develop new tools to measure and allocate the gains from sustainable practices among stakeholders Analyses the science of translating data into meaningful and actionable insights**

**The Commercial and Financial Chronicle**

**Aanwinsten van de Centrale Bibliotheek (Queteletfonds)**

**En 37 fiches-outils**

**En 37 outils**

**Pro en Stratégie**

**Operations Management for Business Excellence**

**Pratique du supply chain management**

Bilingual Dictionary of Terms Banks. Finances. Money. Financial Markets / Banques. Finances. Monnaie. Marchés Financiers METODES Editions Collection Culture & Savoir (C&S) François Elandi This bilingual work, fruit of a team of specialists and professionals, deals with banking, finance, and stock market practices with — more than 25,000 terms in French and in British and North American English of today: — convenient examples to better assimilate the terms used, contributing to make the work the most precise reference in its specialty; and — a cross-reference system to more precise definitions and complementary expressions to other words and terms inside the development intended for —high school pupils and students of higher education, —professional users, and —the general public. In order for them to —acquire and develop their professional lexicological heritage; —master the exact terminology in the practice linked to their activity or profession; —perfect their knowledge in banking, finance, and stock market practices; —communicate efficiently. Cet ouvrage bilingue, fruit d'une équipe de spécialistes et de professionnels, traite des pratiques bancaires, financières et boursières, avec : —Plus de 25000 mots et termes utilisés en français et en anglais britannique et nordaméricain ; —Des exemples pratiques pour mieux assimiler l'emploi de ces termes, con former les pratiques bancaires, financières et boursières; —améliorer les connaissances en matière de banques, de finance, et de bourse; —référence la plus précise dans sa spécialité ; —Un système de renvois à des définitions et explications complémentaires et plus précises à d'autres mots et termes au sein du développement d'un mot ou d'une expression. Il est destiné : —A l'élève des lycées et collèges ou à l'étudiant de l'enseignement supérieur ; —A l'utilisateur professionnel de la banque, de la finance, et du marché boursier.

Pour : —Acquérir et développer son patrimoine lexicologique professionnel ; —Maîtriser la terminologie exacte dans la pratique liée à son activité ou à sa profession ; —Perfectionner ses connaissances dans la pratique bancaire, financière et boursière ; —Mieux communiquer efficacement.

The management of quality and sustainability in higher education institutions ensures that proper standards are maintained. Such enforced standardization allows for the highest caliber of training opportunities for various fields and disciplines. The Handbook of Research on Quality Assurance and Value Management in Higher Education is an essential source for the latest scholarly research on quality management and assurance programs and standards in college-level environments. Highlighting global perspectives on academic and professional learning, this book is ideally designed for researchers, policy makers, practitioners, and professionals actively involved in the field of higher education. This title describes the application of hierarchical planning techniques to all the major functional areas of supply chain planning, including production, distribution, warehousing, transportation, inventory management, forecasting and performance management. In particular, the book provides a comprehensive review and understanding of how hierarchical planning techniques and principles can contribute to the effective and efficient management and planning of supply chain activities. The book begins with a review of some well-known, original hierarchical production planning techniques and implementations dating back several decades. Building on this historical base, it then reviews numerous more recent methods and applications covering a wide array of supply chain activities. Additionally, the book offers a number of new and original hierarchical planning techniques and algorithms covering different components of supply chain planning.

Or, An Ample Account of that City, in ... Eight Sections

Banks. Finances. Money. Financial Markets / Banques. Finances. Monnaie. Marchés Financiers

Le Marketeur

Extra Globe

Recognizing and Resolving Your Most Troubling Management Issues

Royal Dictionary

L'essentiel des achats

L’objectif de cet ouvrage est de fournir l’ensemble des outils utiles à l’amélioration de la performance de la Supply Chain. Les outils présentés permettent de définir et de mesurer cette performance (fiabilité, réactivité, coût global...), de maîtriser la planification et l’exécution de la Supply Chain (prévision de la demande, DRP, gestion des flux, coûts de transport...) et de diagnostiquer et d’améliorer la performance (analyse ABC, grilles d’audit, amélioration continue...). Découvrez les 37 outils et méthodes indispensables pour aborder tous les aspects du Supply Chain Management. Traité de façon synthétique et pratique, chaque outil est décrit sur deux ou quatre pages par un schéma, un résumé, les objectifs spécifiques, le contexte d’utilisation, les étapes de mise en œuvre, les avantages et les précautions à prendre, ainsi que des conseils méthodologiques. Certains outils sont complétés de cas d’entreprise. • Un contenu directement opérationnel au quotidien • Une présentation synthétique et visuelle • Des concepts soutenus par des cas pratiques

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Dans un contexte de faible croissance et d’incertitude élevée, les dirigeants doivent, en lien avec les actionnaires, fixer des objectifs stratégiques, mais aussi définir les business models pour les atteindre. Le déploiement effectif des choix stratégiques se heurte souvent à un manque de cohérence globale au sein de l’organisation alors qu’un partage de représentations et d’objectifs de performance est la condition indispensable pour atteindre une plus grande agilité organisationnelle. Supply Chain Management et performance de l’entreprise propose un modèle de pilotage de la performance au sein des entreprises fondé sur une approche supply chain. Ce modèle (VASC – Valeur Ajoutée Supply Chain) ambitionne une intégration plus importante et dynamique entre les dimensions opérationnelle et financière de la création de valeur de l’entreprise. Cet ouvrage s’adresse aux dirigeants, aux directeurs supply chain et financiers des entreprises et aux consultants. Sa présentation didactique en fait également un ouvrage de référence pour les enseignants et les étudiants.

The Motorist's Pictorial

Mesurer la performance de la fonction logistique

A Concise Introduction

Questions de dirigeants et réponses pratiques

Key Issues, Applications and Technologies

Building Sustainable Supply Chains

accroître la valeur ajoutée des systèmes d'information

**Souvent décriés, profondément méconnus, les achats souffrent d’un déficit d’image. A tort ? Avec cet ouvrage, les auteurs proposent un voyage au coeur du meilleur des achats, en s’appuyant sur les exemples constructifs de grandes et de petites entreprises. Sur quels enjeux les achats doivent-ils travailler ? Avec quels leviers ? Quels outils ? Quelles qualités les acheteurs doivent-ils développer ? Au fil des pages, les achats apparaissent comme une source de progrès, de performance durable pour l’entreprise. Un idéal accessible, puisque déjà pratiqué dans les entreprises des professionnels de l’achat qui témoignent ici. L’essentiel des achats s’adresse : aux professionnels des achats désireux de pratiquer une remise à niveau rapide, à tous ceux qui entrent dans le monde des achats et veulent y réussir rapidement, aux commerciaux, qui veulent mieux connaître et comprendre les acheteurs qu’ils doivent convaincre, aux étudiants de licence, master et au-delà.**

**Comment élaborer et exécuter une stratégie Supply Chain ? Comment améliorer la distribution physique ? Comment optimiser la planification opérationnelle ? Comment fiabiliser les prévisions de vente ? Comment mieux servir les clients tout en réduisant les coûts ? Comment bien choisir ses partenaires ?**

**Comment mieux piloter l’entreprise et améliorer ses performances ? Comment gagner du temps ? Découvrez les 63 outils et méthodes indispensables pour aborder toutes les dimensions de la Supply Chain. Traité de façon synthétique et pratique, chaque outil est décrit sur 2 ou 4 pages, comprenant l’essentiel en français et en anglais, les objectifs spécifiques, le contexte d’utilisation, les étapes de mise en oeuvre, les avantages et les précautions à prendre, ainsi que des conseils méthodologiques. Des vidéos, accessibles par QR codes, présentent quelques outils en situation.**

**All businesses strive for excellence in today’s technology-based environment in which customers want solutions at the touch of a button. This highly regarded textbook provides in-depth coverage of the principles of operations and supply chain management and explains how to design, implement, and maintain processes for sustainable competitive advantage. This text offers a unique combination of theory and practice with a strategic, results-driven approach. Now in its fourth edition, Operations Management for Business Excellence has been updated to reflect major advances and future trends in supply chain management. A new chapter on advanced supply chain concepts covers novel logistics technology, information systems, customer proximity, sustainability, and the use of multiple sales channels. As a platform for discussion, the exploration of future trends includes self-driving vehicles, automation and robotics, and omnichannel retailing. Features include: A host of international case studies and examples to demonstrate how theory translates to practice, including Airbus, Hewlett Packard, Puma, and Toyota. A consistent structure to aid learning and retention: Each chapter begins with a detailed set of learning objectives and finishes with a chapter summary, a set of discussion questions and a list of key terms. Fully comprehensive with an emphasis on the practical, this textbook should be core reading for advanced undergraduate and postgraduate students of operations management and supply chain management. It would also appeal to executives who desire an understanding of how to achieve and maintain ‘excellence’ in business. Online resources include lecture slides, a glossary, test questions, downloadable figures, and a bonus chapter on project management.**

**Techniques and Technologies**

**Billboard**

**Bilingual Dictionary of Terms**

**Corporate Innovation Strategies**

**The Auto**

**Le supply chain management**

## E-business

*Multidisciplinaire, cet ouvrage introductif a pour objectif de faciliter la prise de conscience de l'intérêt sociétal et économique des PME et des ETI. Les auteurs répondent aux questions clés que se posent les dirigeants de ces entreprises. Proche du terrain, cet ouvrage contient ce que tout dirigeant de PME ou d'ETI doit savoir pour réussir la croissance. Il s'adresse aux dirigeants, aux entrepreneurs, aux patrons de business-units, aux managers, aux étudiants et à tous ceux qui voient dans ces entreprises le socle de dynamiques nouvelles au service de la création de valeur. Unique dans sa conception, car multidisciplinaire, il s'articule autour des questions clés de stratégie, de marketing, de finances, de contrôle de gestion, de supply chain, de management des ressources humaines, de numérique, d'innovation, d'internationalisation, de leadership et de gouvernance.. Original dans sa présentation, il comporte 12 chapitres. Chaque chapitre apporte des réponses pratiques et alterne des apports méthodologiques essentiels sur les fondamentaux de la performance, des mises en œuvre concrètes et des témoignages de dirigeants. Chaque chapitre peut être lu indépendamment des autres. Il est rédigé par un groupe de professeurs de HEC Paris, experts reconnus dans leur domaine, et en proximité immédiate avec les PME et les ETI.ETI.*

*Le guide du dirigeant pour faire de votre Supply Chain un levier stratégique.*

*Offers definitions for English words and phrases, along with observations about the evolution of the dictionary since its first edition and tables that contain information for such topics as countries and chemical elements.*

*What Keeps Leaders Up at Night*

*Kauri forests and forests of the north and forest management*

*Avantage supply chain*

*Handbook of Research on Quality Assurance and Value Management in Higher Education*

*Maîtriser le levier informatique*

*Sustainable Supply Chain Management*

*World Intellectual Property Report 2017 – Intangible Capital in Global Value Chains (French version)*

With future competitive landscape shifting from competition between companies themselves to trading partner networks, understanding and mastering process design and change is becoming more critical than ever. In order to succeed, companies are starting to weave their key business processes into hard-to-imitate strategic capabilities that distinguish them from their competitors. Supply Chain Networks and Business Process Orientation: Advanced Strategies and Best Practices will help you "connect the dots" by offering insights on how to achieve greater integration within your supply chain networks and realize the performance possible with today's interaction economics. Based on exhaustive research of supply chains and newly successful networked corporations in the US and Europe, the authors demonstrate how your company can be successful in building an effective supply chain network. Prescriptive benchmarking models illustrate proven strategies, tactics, and methods for achieving a superior level of supply chain performance.

How can the Internet and world wide web improve my long-term competitive advantage? This book helps answer this question by providing a better understanding of the technologies, their potential applications and the ways they can be used to add value for customers, support new strategies, and improve existing operations. It is not just about e-commerce but the broader theme of e-business which affects products, business processes, strategies, and relationships with customers, suppliers, distributors and competitors. To cover future trends, the editors have collected papers from authors operating at the frontiers of the developments so the reader can more appreciate the directions in which these technologies are heading. The resulting 165 essays have been collated into ten sections, which have been grouped in three parts: key issues, applications areas and applications, tools and technologies. A business rarely makes radical changes but is constantly making adjustments to circumstances. Businesses must now adapt to the global implications of the Internet and world wide web. This book hopes to aid awareness of the implications so that the changes are managed wisely.

The World Intellectual Property Report 2017 examines the crucial role of intangibles such as technology, design and branding in international manufacturing. Macroeconomic analysis is complemented by case studies of the global value chains for three products – coffee, photovoltaic energy cells and smartphones – to give an insightful picture of the importance of intellectual property and other intangibles in modern production.

*La boîte à outils de la supply chain*

*Corporate Social Responsibility and Shared Value Creation*

*Livres hebdo*

*Supply Chain Management et performance de l'entreprise*

*Sustainable Procurement in Supply Chain Operations*

*Livres de France*

*Concise Oxford English Dictionary*

The classic guide to supply chain strategy--re-created to help business leaders gain an advantage in today's volatile, globalized arena The definitive guide to supply chains that deliver value The global landscape has changed dramatically since the first edition of Strategic Supply Chain Management established itself as the authority on creating value and achieving competitive advantage from the supply chain. Shorter economic cycles, more-frequent natural disasters, higher costs in low-cost countries, more-restricted access to working capital, and greater focus on sustainability have made effective supply chain management much more challenging--and much more critical to the bottom line. This second edition is your answer to gaining a strategic advantage in the face of these challenges. Drawing on dozens of new company examples as well as cutting-edge benchmarking research, it shows you how to make your supply chains more agile, flexible, and resilient. With 80 easy-to-read tables and diagrams, this fully revised book explains how to: Develop a supply chain strategy that will help you realize your business goals Design a process architecture that maps out the activities of the end-to-end supply chain Create the most effective supply chain organization Build the most beneficial relationships with your supply chain partners Use metrics to assess and drive business success Implement transformational change See how today's best supply chain strategies work in all-new profiles of BASF, Essilor, Haier, Kaiser Permanente, Lenovo, and Schlumberger. Find out what these industry leaders are doing to get the greatest value out of their supply chains. When value depends on how well you deliver, you need Strategic Supply Chain Management, Second Edition. PRAISE FOR STRATEGIC SUPPLY CHAIN MANAGEMENT: "This book shows convincingly that a robust supply chain strategy is critical for business success in today's uncertain economic environment. Cohen and Roussel explain not only what makes for a good supply chain strategy but also how to put that strategy into practice." -- Jim Miller, VP, Worldwide Operations, Google "Strategic Supply Chain Management loudly and clearly makes the case that successful companies' supply chain strategies are closely aligned with their competitive differentiation and operating models. The book uses in-depth examples that bring these concepts to life and demonstrate that one size doesn't fit all. Anyone who thinks operations is just another corporate function needs to read this book." -- Manish Bhatia, SVP, Worldwide Operations, SanDisk "The advent of global marketplaces, heightened competition, accelerated pace of product innovation, and fast-changing customer preferences have increased the impact of the supply chain on company profitability and long-term success. But cultural challenges to successful supply chain design remain. Cohen and Roussel's book provides a platform for addressing these challenges and is recommended reading for chief executives, strategy professionals, and supply chain practitioners." -- Martin Roper, Chief Executive Officer and President, Boston Beer "The authors present a straightforward path for developing and deploying a global supply chain strategy that addresses the priorities of today's executive management teams." -- Hau Lee, Thoma Professor of Operations, Information and Technology, Stanford Graduate School of Business "Strategic Supply Chain Management, Second Edition, is an important resource for executives who are trying to take their supply chain performance to the next level. Given the enormous challenges of the current business environment, it's 'must' reading." -- Joe Francis, Executive Director, Supply Chain Council "Following on from their ground-breaking first edition, the authors provide further evidence of the critical role of supply chain management in creating competitive advantage. Managers facing the challenge of coping with increasing levels of complexity in global supply chains will find valuable guidance in this in this revised work." -- Martin Christopher, Emeritus Professor of Marketing & Logistics, Cranfield School of Business, Cranfield University "This is not another one of those books that are heavy on theory but light on practical advice. Filled with examples of companies from a wide range of industries and geographical regions, it provides guidance that is clear and easy to understand." -- Greg Clapp, SVP, Operations, Fujitsu "Concise and cogent, Strategic Supply Chain Management, Second Edition, lays out the key components for top supply chain performance and backs up these insights with new benchmarking research. Managers across the organization will find answers to their supply chain questions here." -- Paul Bischler, Vice President and Controller, Burlington Northern Santa Fe Railway

Quatrième de la collection "Les baromètres de la performance", cet ouvrage propose aux dirigeants d'entreprise, contrôleurs de gestion, responsables logistiques, consultants et prestataires, une méthode inédite et outillée pour mesurer la performance de la fonction logistique et son évolution dans le temps. Grâce à cet ouvrage, le lecteur sera capable de répondre aux questions suivantes : comment mesurer la performance de la chaîne logistique dans son ensemble ? comment concilier optimisation des flux et maîtrise des risques ? quelles sont les activités constitutives d'un service logistique efficace ? quelles sont les spécificités de la logistique inversée ?

Maîtrise les fondamentaux du marketing et ses applications pratiques et initiez-vous aux dernières nouveautés de la discipline avec cette nouvelle édition profondément mise à jour et richement illustrée de cas et d'exemples actuels.

The Engineer

Managing Strategic Intelligence: Techniques and Technologies

A Descriptive Record of Current Technical Literature

58 outils et 10 plans d'action

Advanced Strategies and Best Practices

Index Catalogue of the Library of the Surgeon-general's Office, United States Army

Strategic Supply Chain Management: The Five Core Disciplines for Top Performance, Second Editon

Corporate social responsibility (CSR) is simply the maximization of a companys value over time, undertaken because, in the long run, social and environmental problems ultimately become financial problems. The justification for CSR is therefore associated with representing the nature and role of the company, as well as its purpose. Companies therefore regard CSR as a strategic investment that is part of a proactive, resilient, inclusive approach, based on the creation of shared value. This approach is capable of reducing negative societal impacts of their activities, or inducing positive impacts if they sustain a hybrid culture, all the while improving their competitive advantage. This book presents a theoretical development that analyzes the challenges of CSR strategies based on the creation of shared value. Two case studies are presented, analyzing the different forms of social innovation strategies capable of inducing this shared value creation.

Près des deux tiers des dirigeants d'entreprise avouent mal comprendre les enjeux des systèmes d'information. Ils sont nombreux à déplorer une relation inefficace entre la fonction informatique et le reste de l'entreprise. In fine, l'informatique semble être davantage un sujet de mécontentement que de satisfaction. Ce livre propose des solutions simples pour mieux comprendre les systèmes d'information et remplacer la fonction informatique au cœur de l'organisation. Il apporte des réponses aux questions suivantes: qui pilote l'informatique? comment réussir sa stratégie informatique? comment passer de la logique "métier" à la logique technique? comment mener à bien un projet informatique? comment maîtriser les coûts et les investissements? Court, clair et focalisé sur l'essentiel, ce livre aidera le manager opérationnel ou le dirigeant d'entreprise, même sans bagage technique, à mieux maîtriser les enjeux de son système d'information pour que ce dernier joue son rôle de levier de performance. Par son ton original et direct, il fournira également aux étudiants un bon aperçu de la fonction informatique dans les organisations.

"This book focuses on environment information scanning and organization-wide support for strategic intelligence. It also provides practical guidance to organizations for developing effective approaches, mechanisms, and systems to scan, refine, and support strategic information provision"--Provided by publisher.

A New View of London

Supply Chain Networks and Business Process Orientation

Beyond the Basics Using SAS, Third Edition

Book & CD-ROM Set

The Technical Index

Des PME aux ETI, réussir la croissance

Green Supply Chain Management