

STRATEJİK PLANLAMANIN ESASLARI

Yazarlar

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Dr. Osman KARA



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ÖNSÖZ

Bu kitabı yazma *amacımız*; Kamu ve Özel sektörde eğitim ve danışmanlık hizmetlerimiz sırasında gözlemlediğimiz stratejik planlama alanında var olan bir ihtiyacın kısmen olsun doldurulmasına yardımcı olmaktır. Bu kitapta gerek şirket gerekse kurumların her düzeydeki yöneticilerinin başta stratejik planlama olmak üzere *planlama sürecinde* karşılaştıkları sorunların çözümlenmesinde yararlanacağı yöntemler anlatılmaktadır.

Bu kitabın *hedef kitlesi*; başkalarının hata ve deneyimlerinden yararlanmak isteyen şirket ve kurum yöneticileri, akademisyenler ve danışmanlardır. Kitap, strateji, stratejik düşünme, stratejik yönetim, stratejik değişim konularında son gelişmelere ilişkin geniş bir araştırma taramasını içermesi açısından ayrıca bir başvuru niteliği de taşımaktadır.

Özellikle giderek artan küresel ve yerel ekonomik atmosfer sonucu amansız bir rekabet ile karşı karşıya bulunan şirketler, yalnızca kendi gelecekleri için değil, ülkemizin de küresel bir oyuncu olmasına katkıda bulunmak için sürdürülebilir bir şekilde büyümek zorundadırlar. Gerek karmaşıklaşan şirketin kendisini, gerekse çok daha karmaşık olan çevre ile olan ilişkilerinin düzenli bir biçimde yönetebilmesi için şirket karar vericilerinin bütünsel bir yaklaşım içinde davranmalarını sağlayan *stratejik yönetim* yaklaşımını benimsemeleri gerekir.

Gerekli çabaları zamanında gösteren iş insanlarına başarı dileklerimizle

....

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Bodrum, Muğla
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