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# LE CYCLE DE VIE DES PRODUITS ET LES QUATRE PHASES-CLÉS



50 Minutes Apr 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour comprendre le concept de cycle de vie des produits Conceptualisé par l'économiste Raymond Vernon, le modèle de cycle de vie des produits comprend, à l'image d'une existence humaine, un développement en quatre phases majeures : le lancement/la naissance, la croissance, la maturité et le déclin. À la fois simple et universelle,...

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- Authored by Layal Makki
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