



## Le modèle de Greiner ou l'évolution des organisations

By Jean Blaise Mimbang

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 tout savoir sur le modèle de Greiner ! Élaboré par Larry Greiner en 1972, ce modèle démontre qu'une entreprise connaît un cycle de vie comparable à celui d'un être humain avec des phases de croissance et de crise en alternance. Selon lui, la prise de conscience de ces évolutions est primordiale pour assurer la pérennité de toute organisation. Ce livre vous aidera à : . visualiser le cycle de vie théorique d'un organisme . anticiper les prochaines crises susceptibles de secouer votre entreprise . identifier les éléments nuisibles à son bon développement . et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Jean Blaise Mimbang, nous avons cherché à présenter aux lecteurs la modélisation de l'évolution organisationnelle selon un brillant économiste. Son approche, ici clairement expliquée, ne manquera pas d'interpeller ceux et celles qui tentent d'anticiper les changements inévitables d'une organisation. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES | Gestion & Marketing La série « Gestion & Marketing » de la collection 50MINUTES fournit des...

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