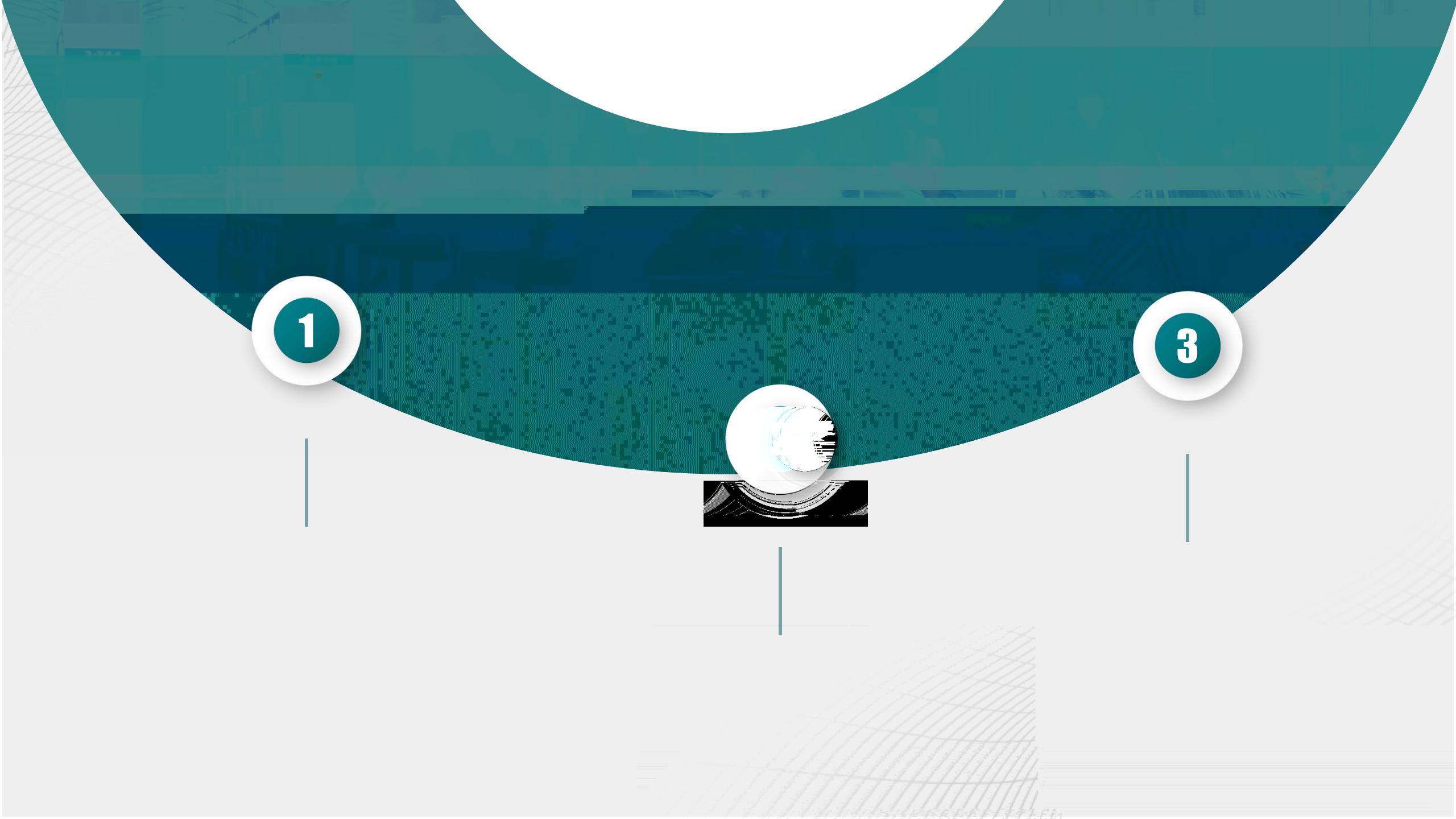
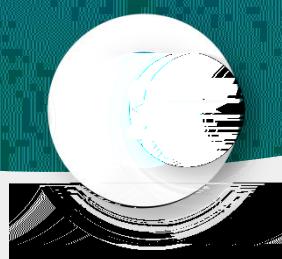


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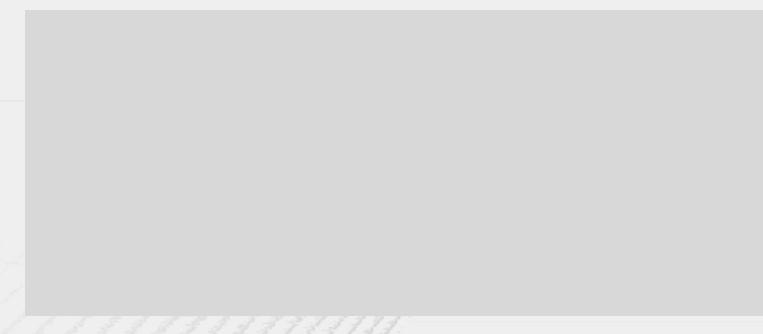
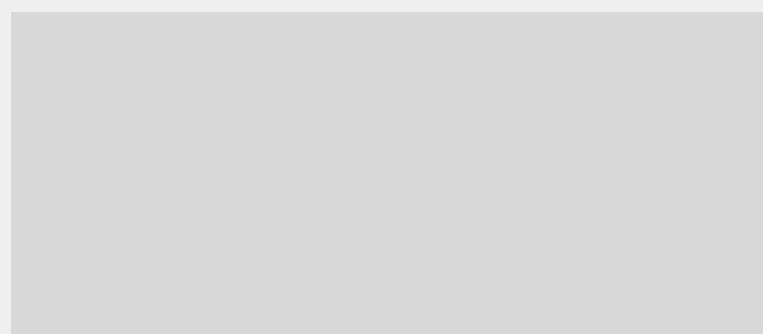
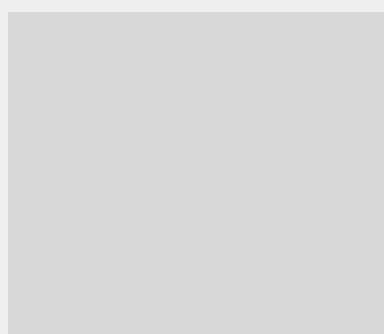
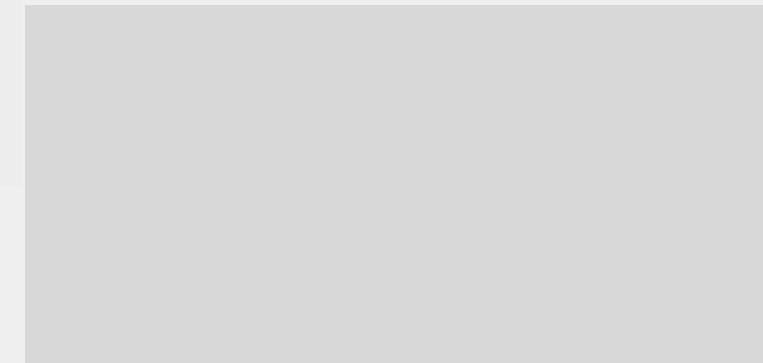
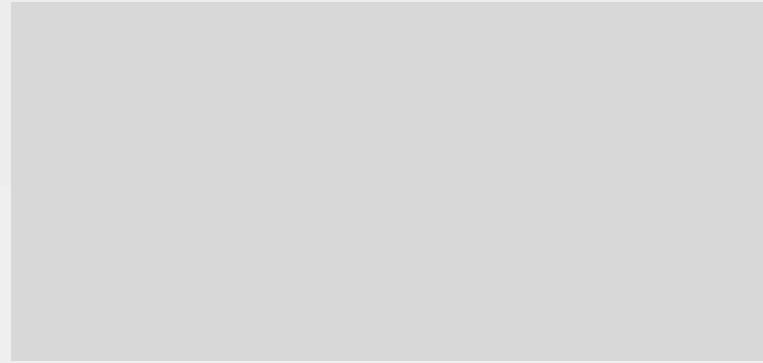
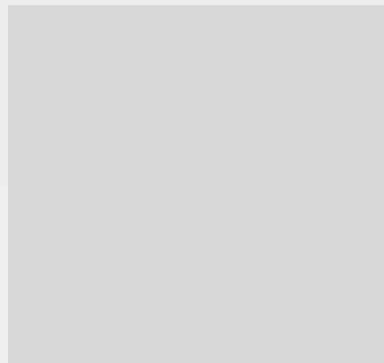
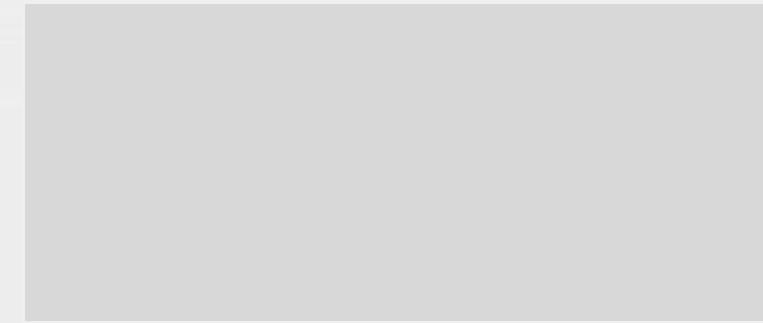
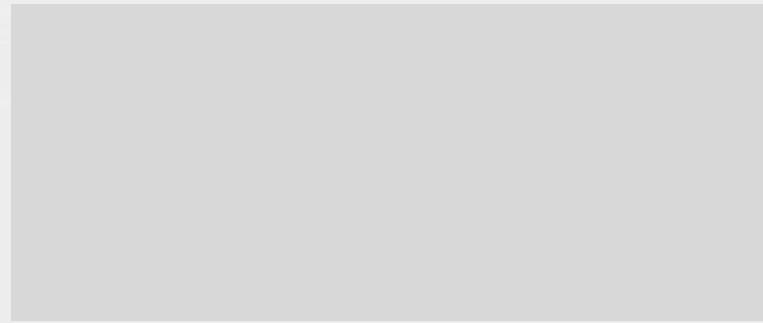
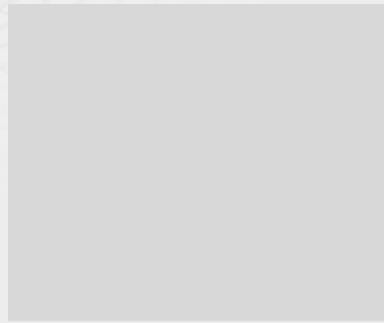


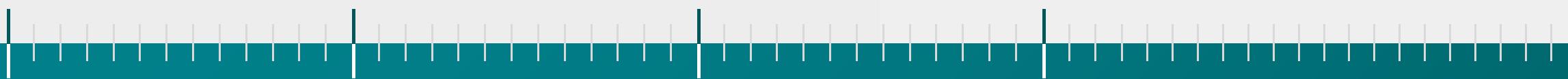
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K 21





■ PEST/PESTEL

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■ SCP

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■ DNA

# PEST

politics

economy

society

technology

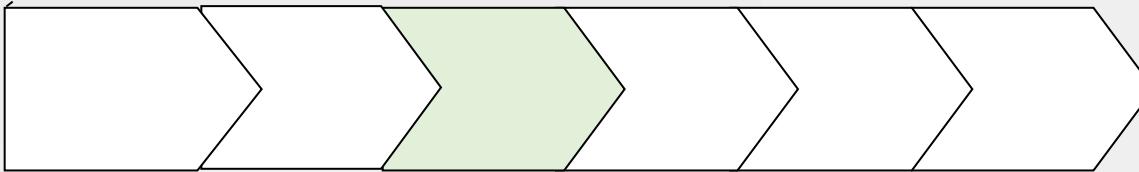
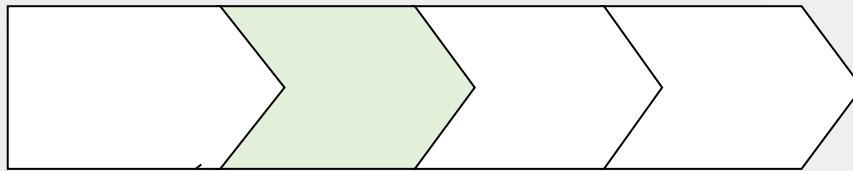
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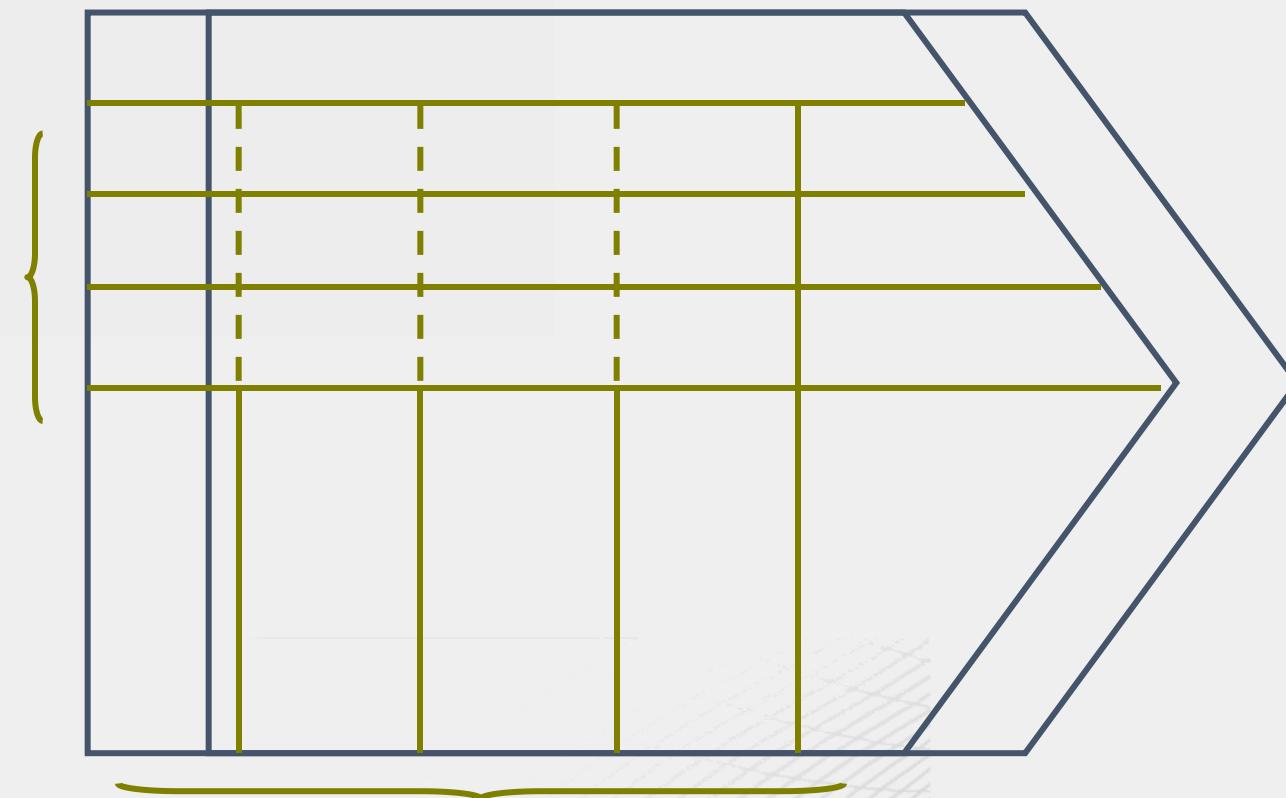
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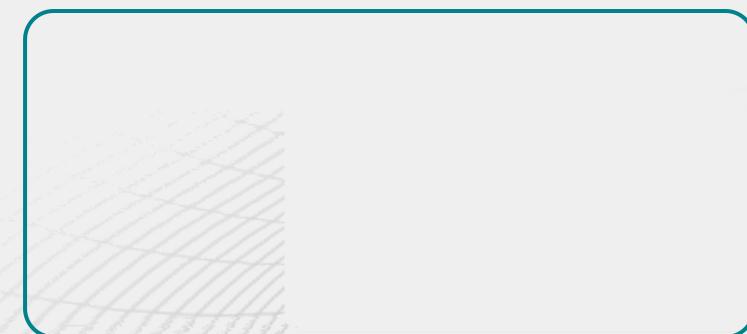
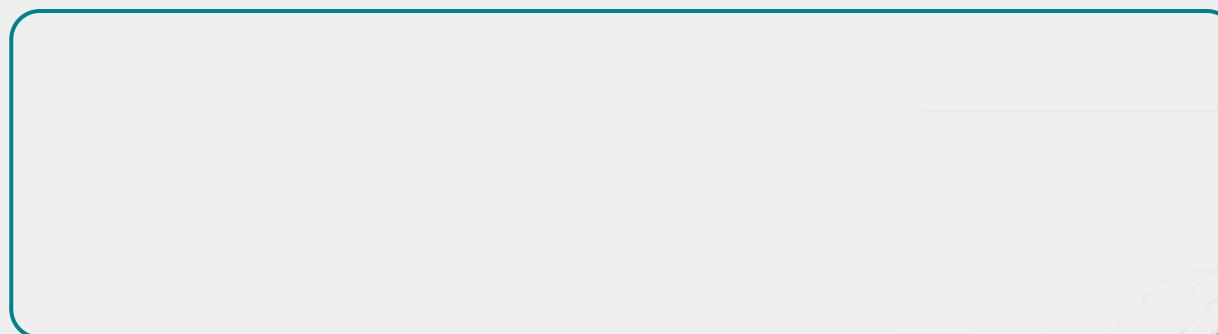
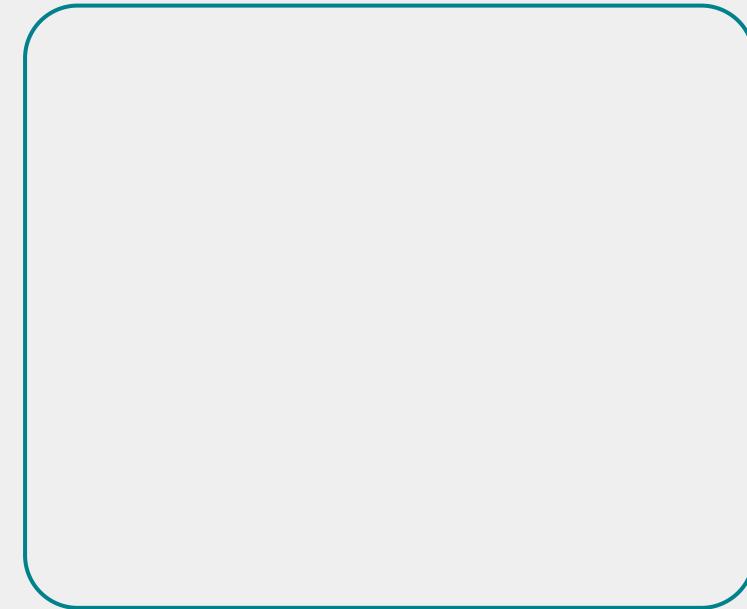
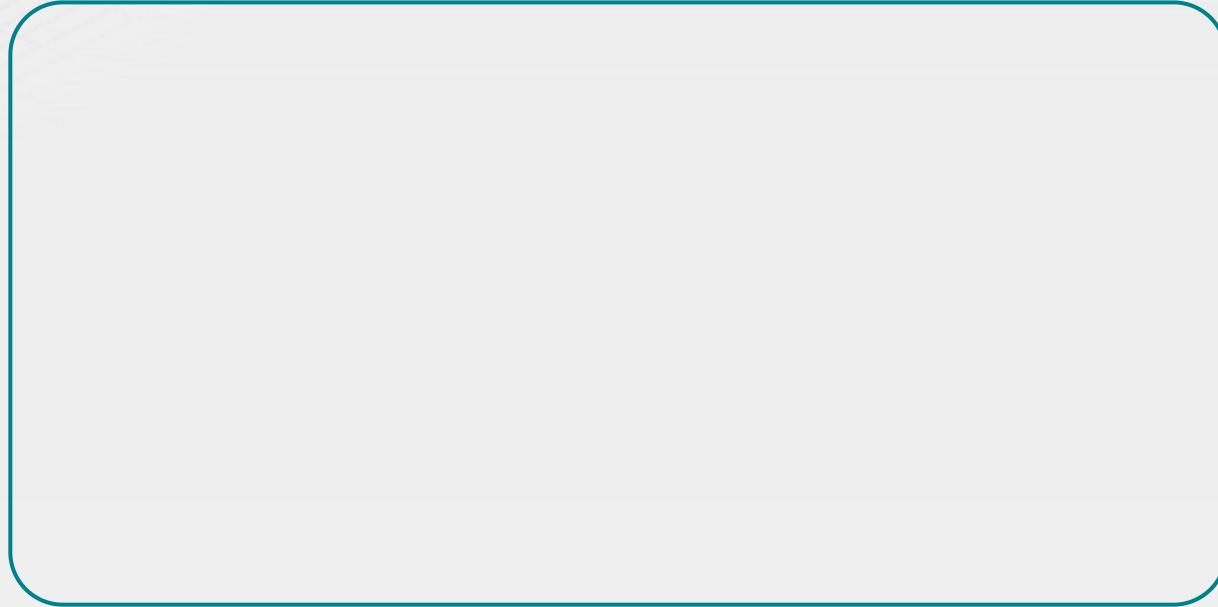
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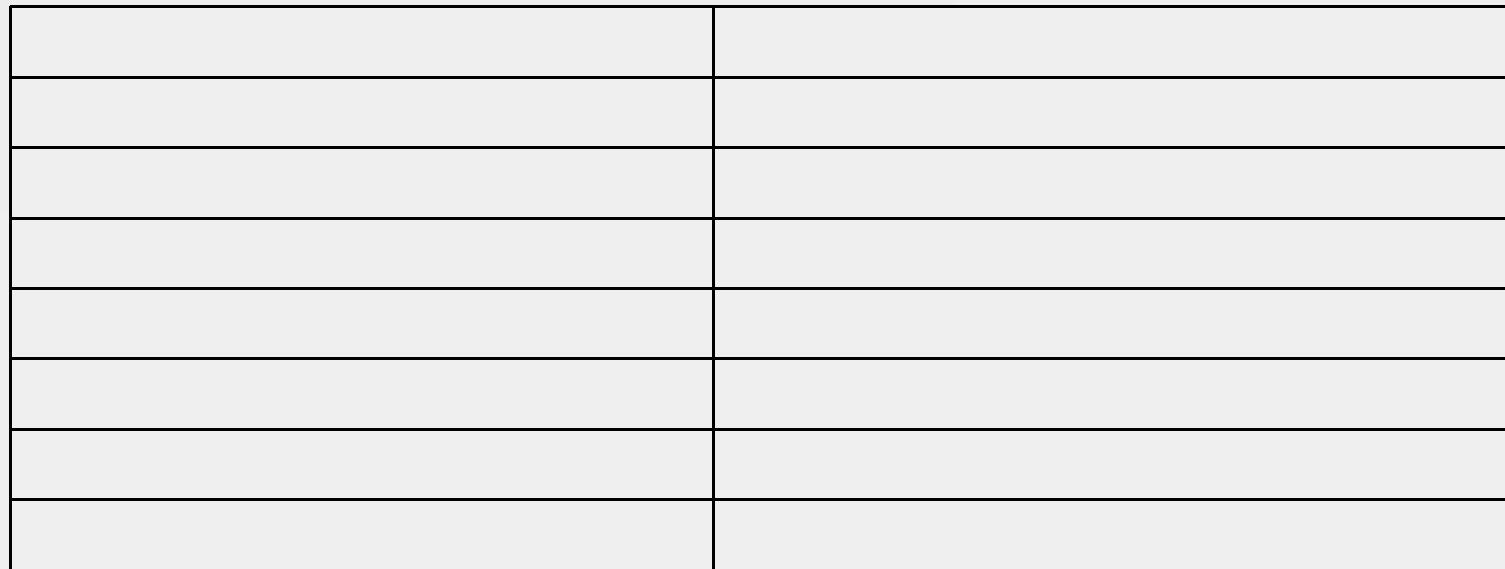








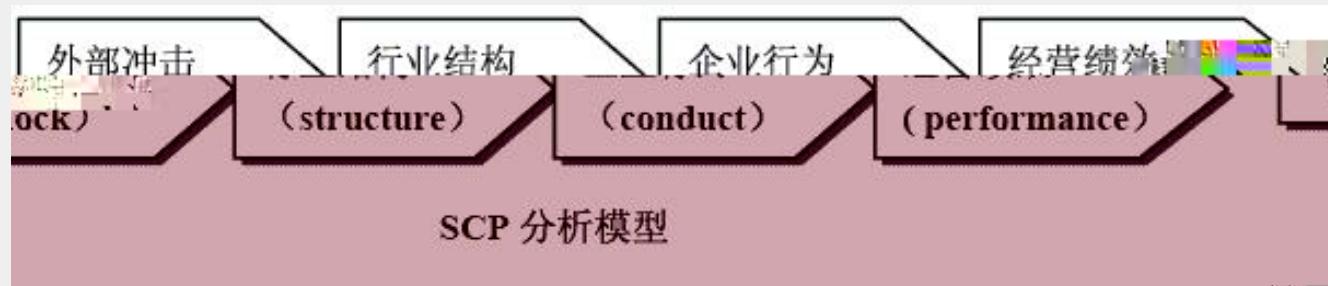




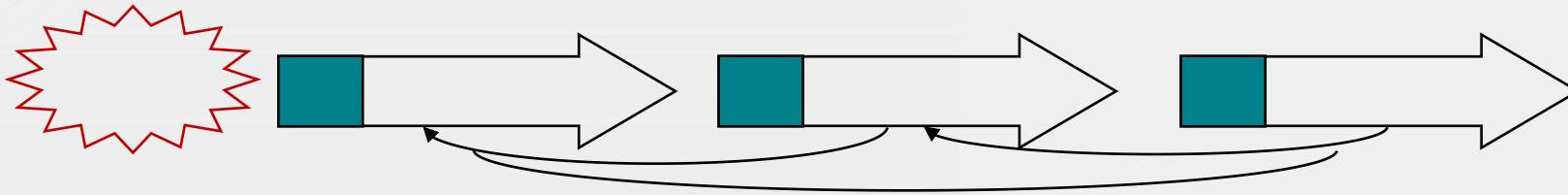
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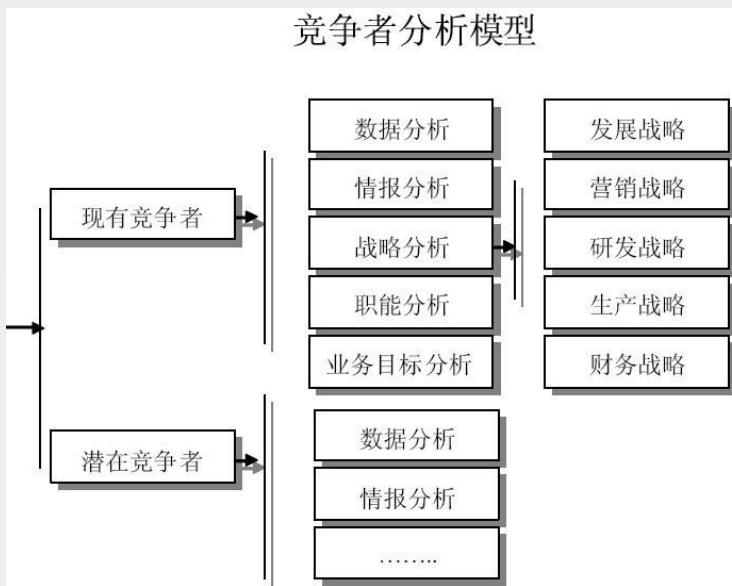
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SCP (Structure-Conduct-Performance Model

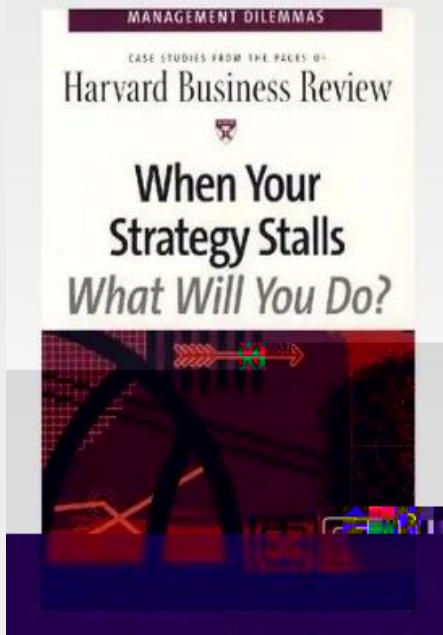


SCP

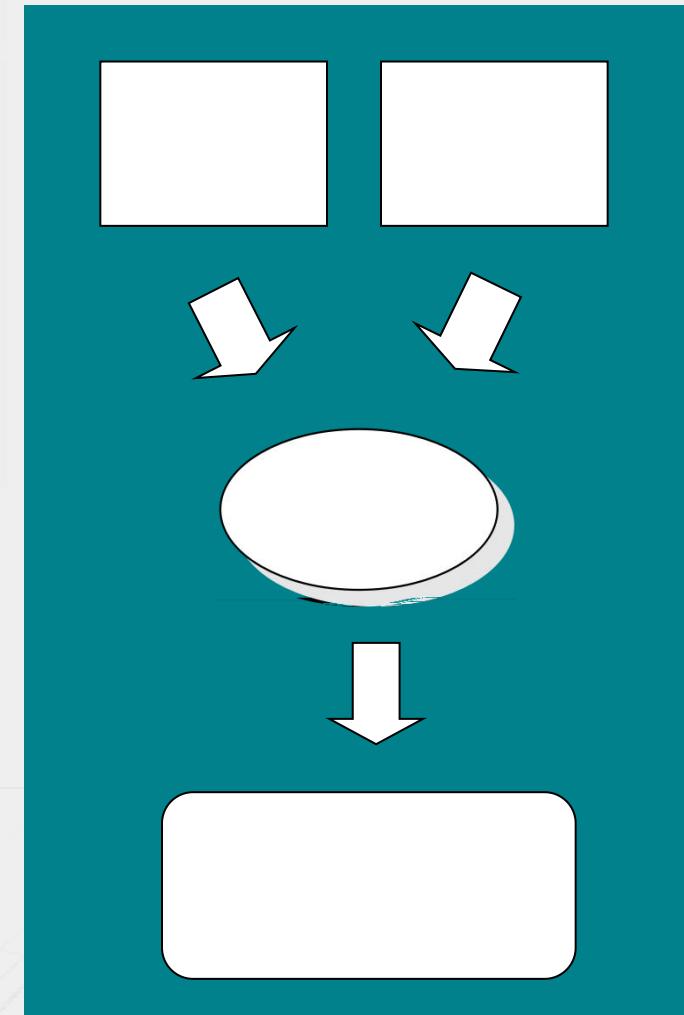
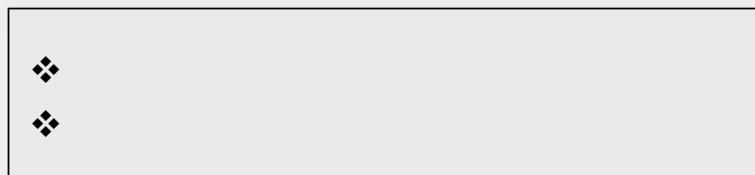




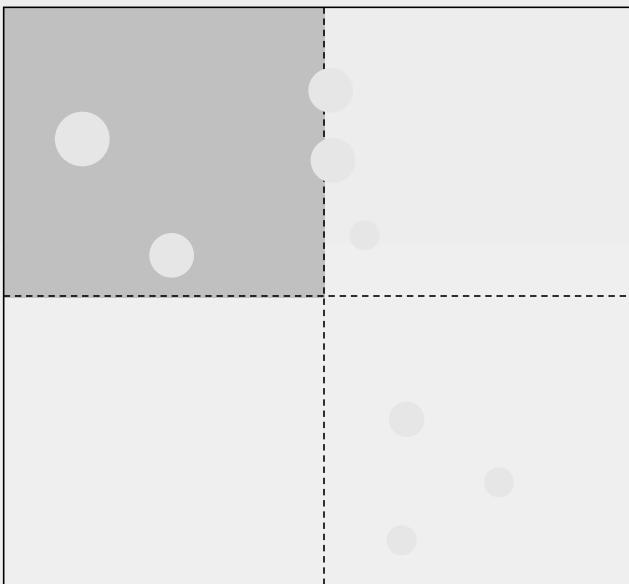








## Key Successful Factors

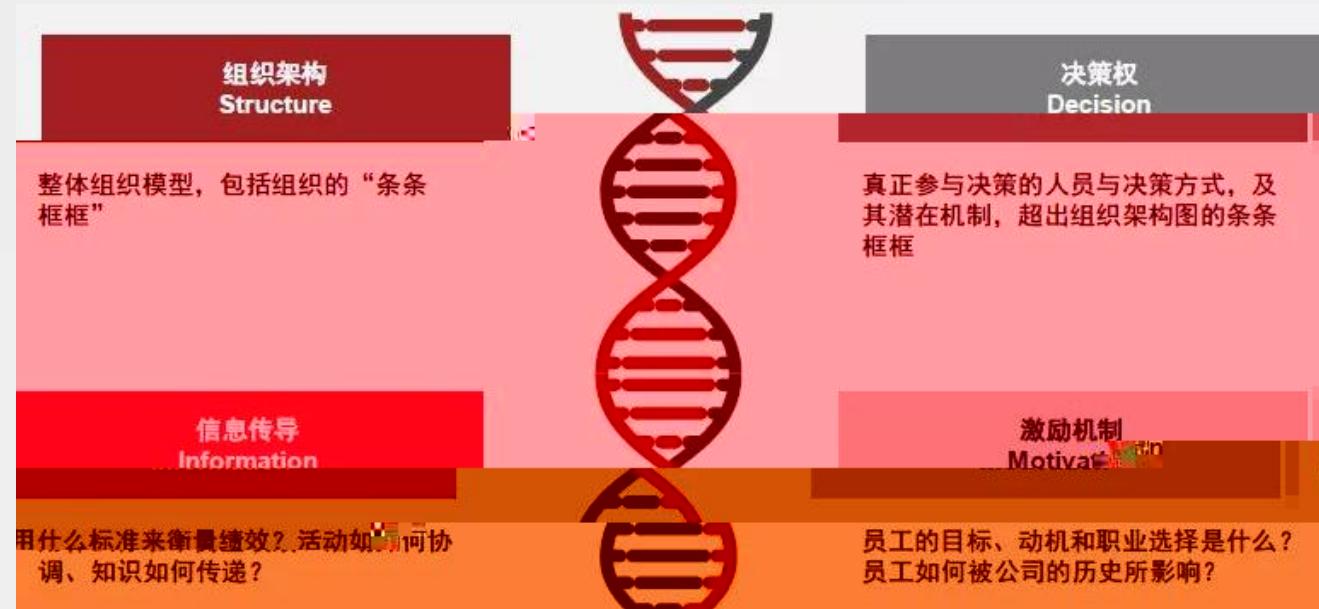








# DNA



■ SWOT

■

SPACE

■

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(Internal-External Matrix, IE )

■

7S

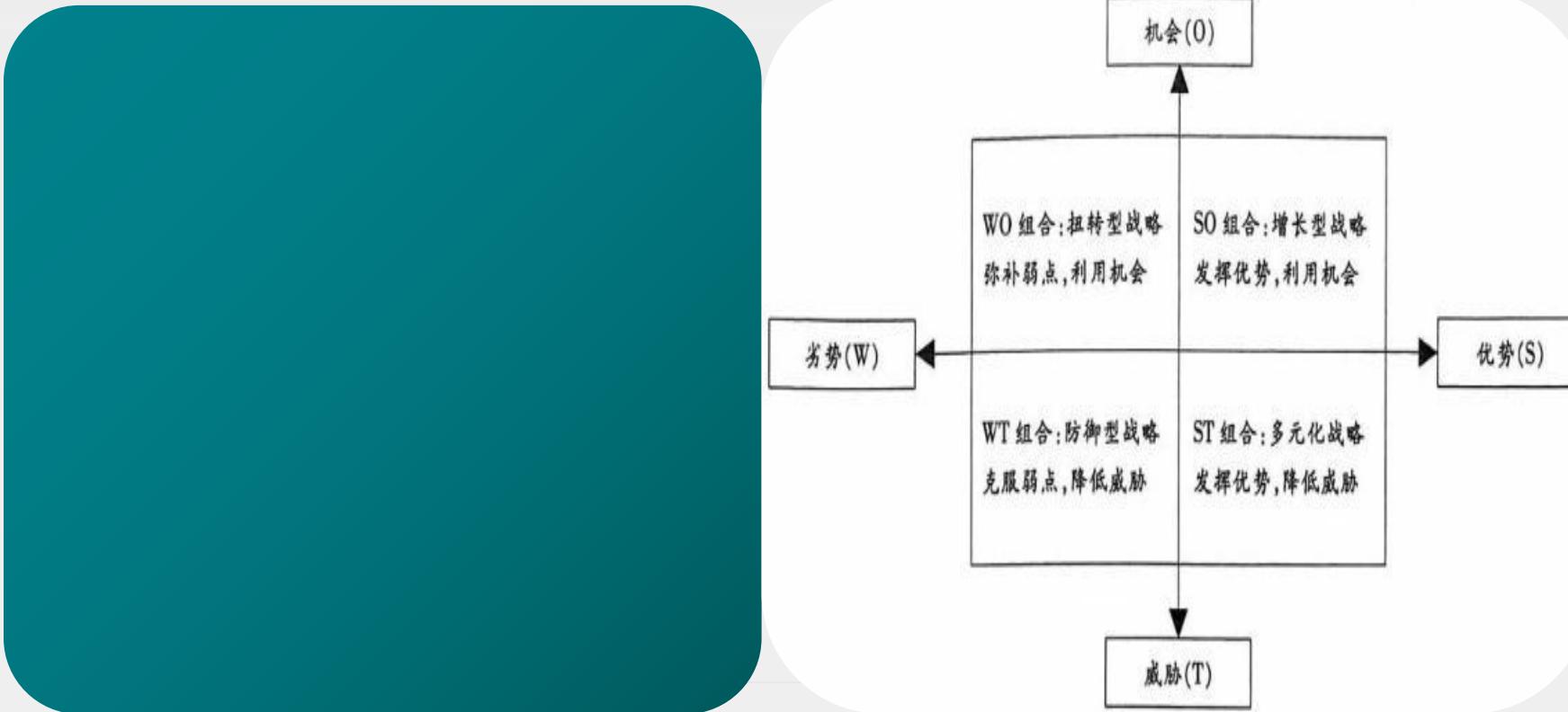
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EVA

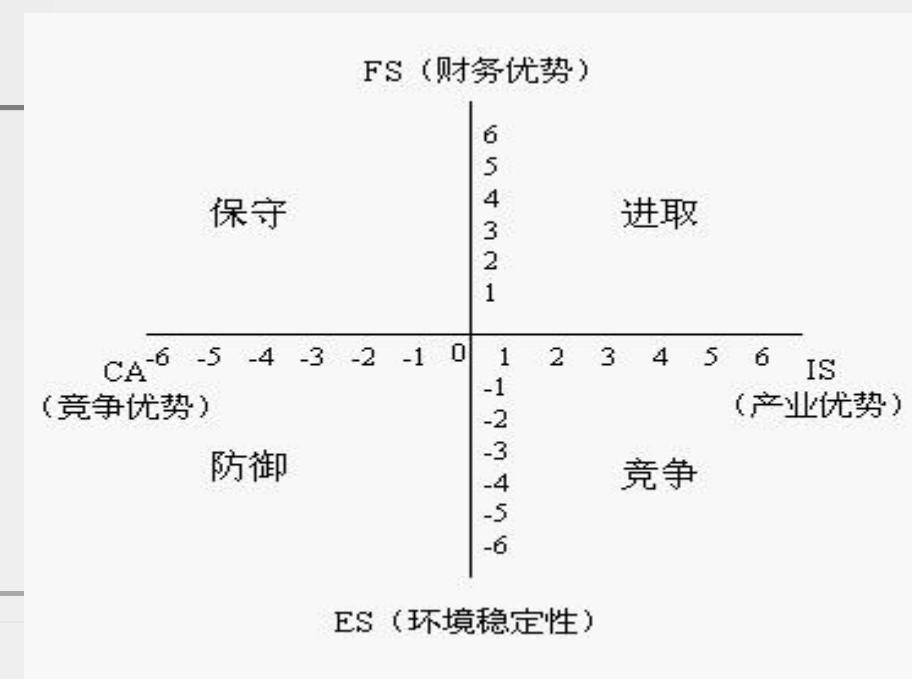
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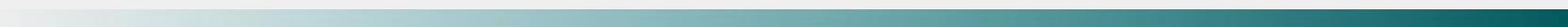
# SWOT



# SPACE



# SPACE

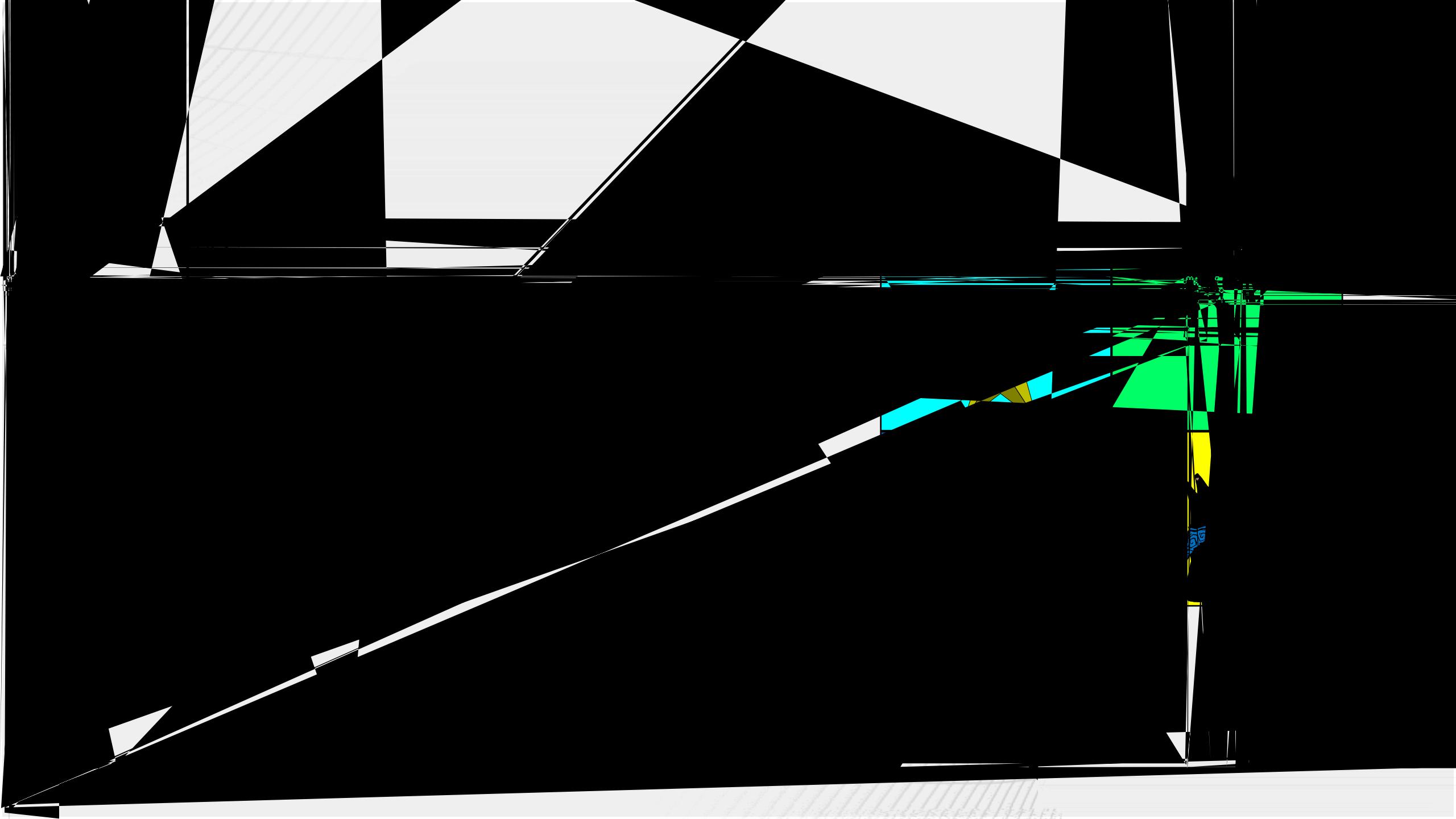




(BCG Matrix)



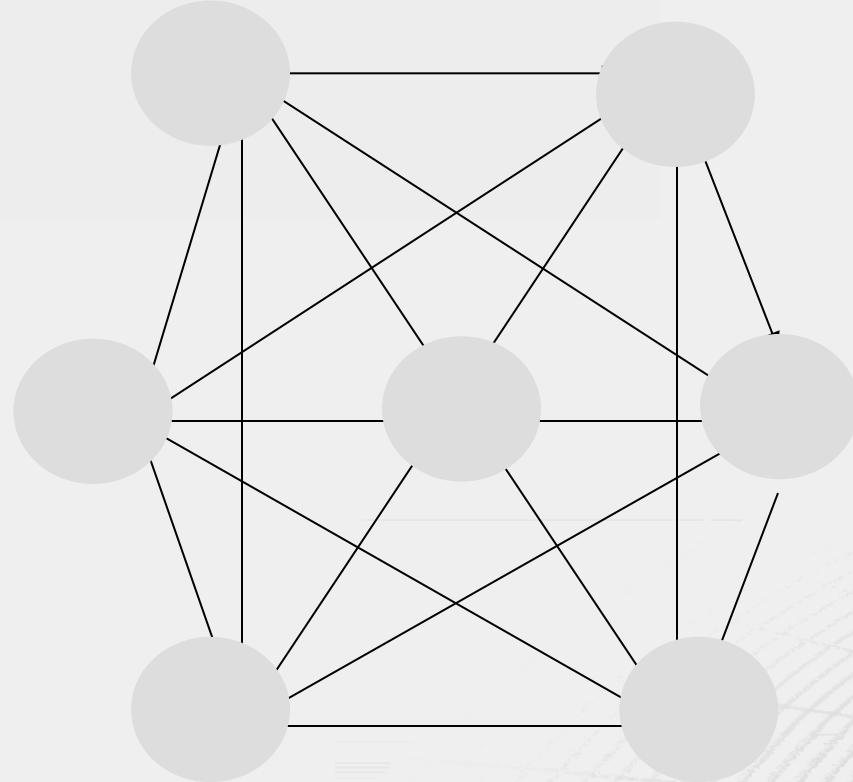
BCG



# BCG

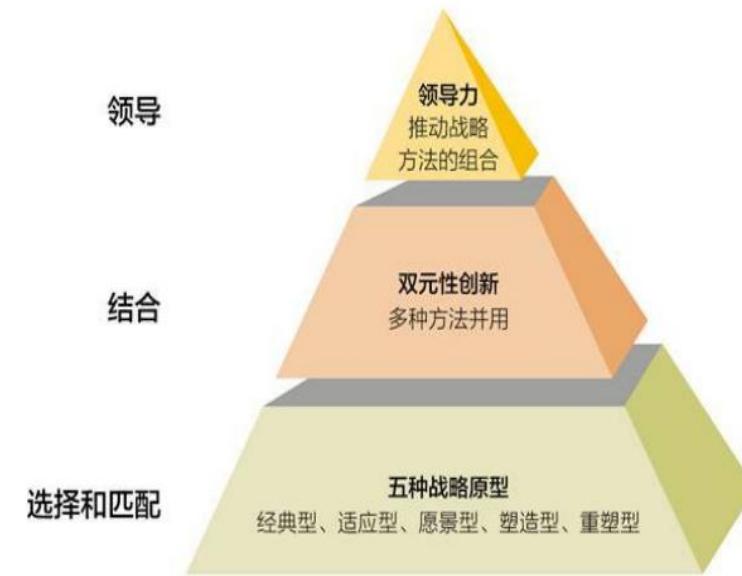

		IEF加权评分		
		强 (4.0~3.0)	中 (3.0~2.0)	弱 (2.0~1.0)
E F E 加 权 评 分	(4.0~3.0) 高	I	II	III
	(3.0~2.0) 中	IV	V	VI
	(2.0~1.0) 低	VII	VIII	IX

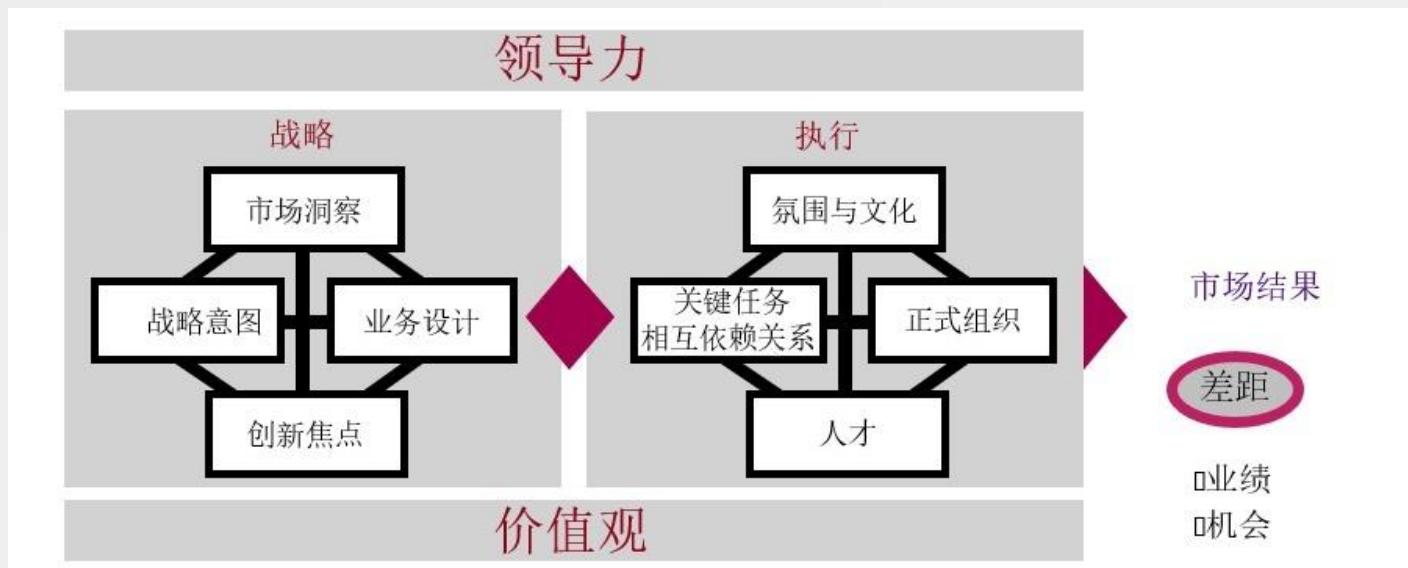
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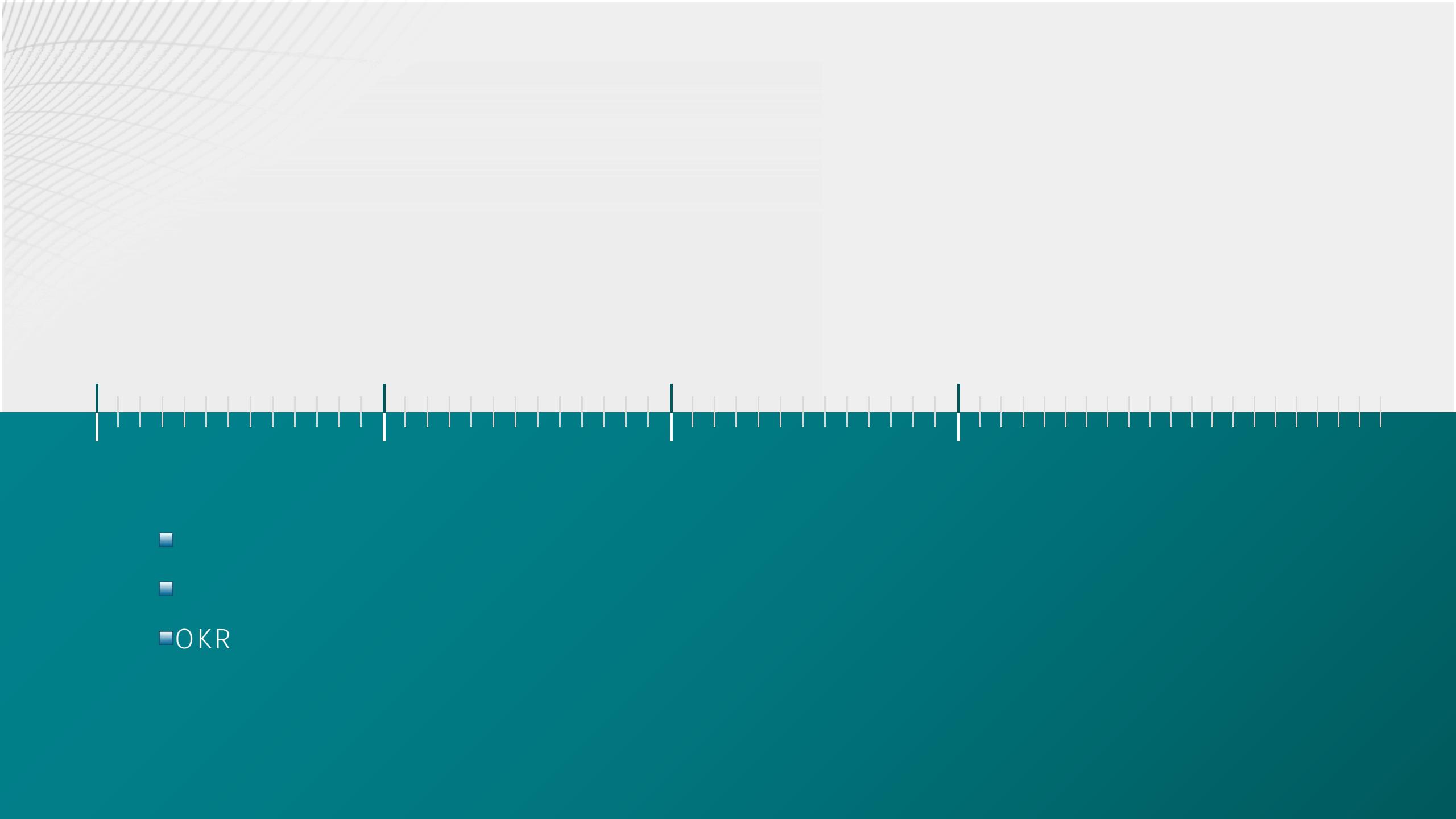


# EVA

(Economic Value Added, EVA)

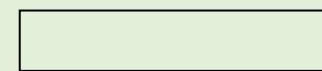
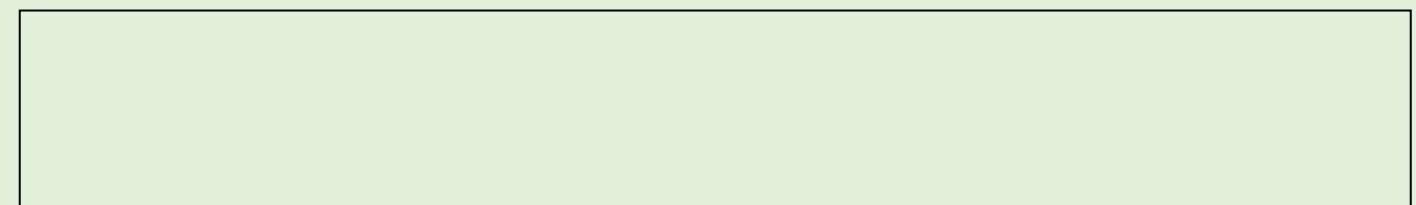






OKR





(OKR)



# (OKR)

OKR



感谢 30 秀