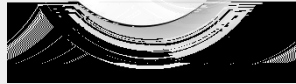


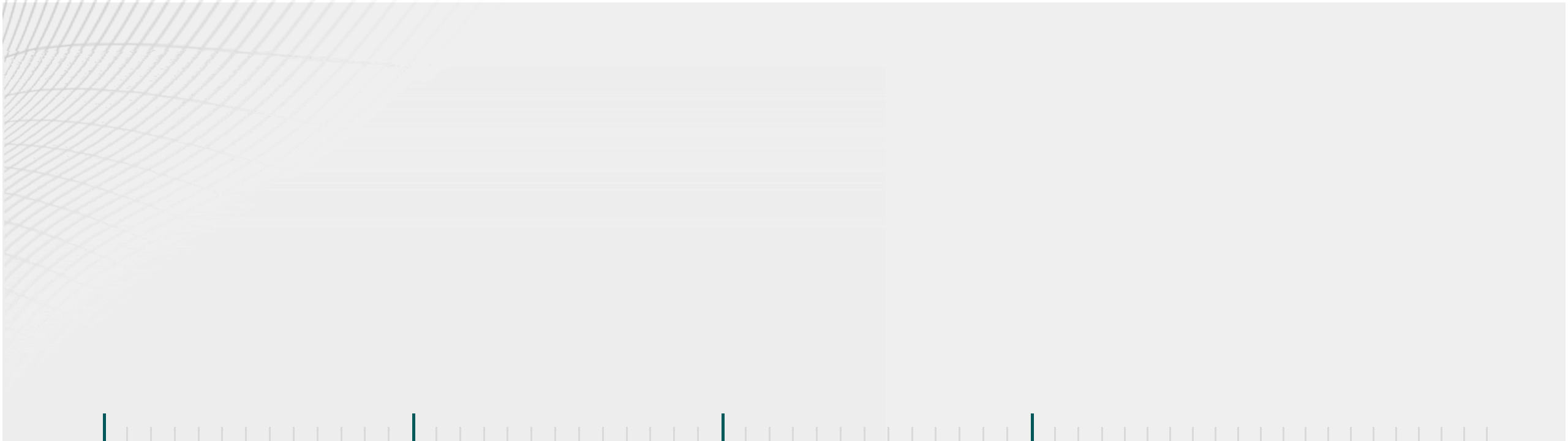
出版管理常用工具汇总

1



3





■ PEST/PESTEL



■ SCP



DNA

PEST

politics

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economy

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society

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technology

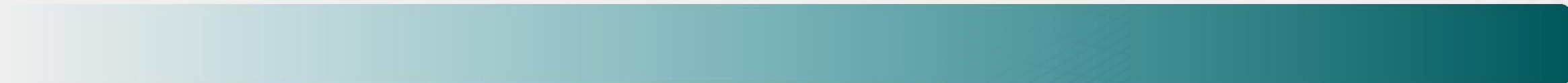
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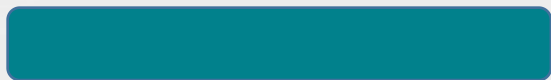
PEST

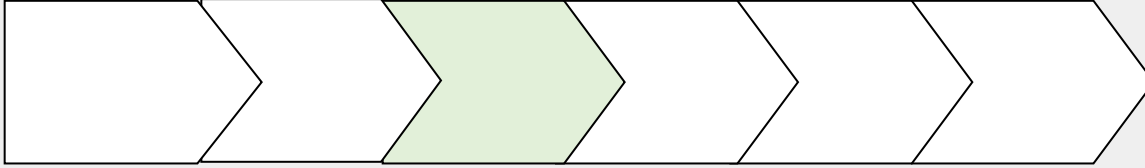
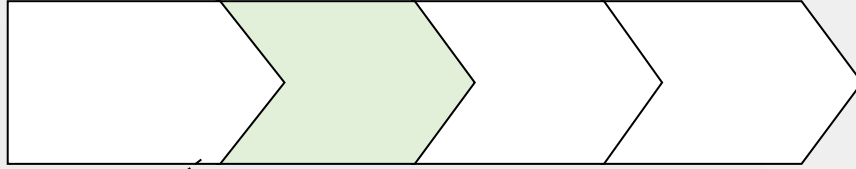
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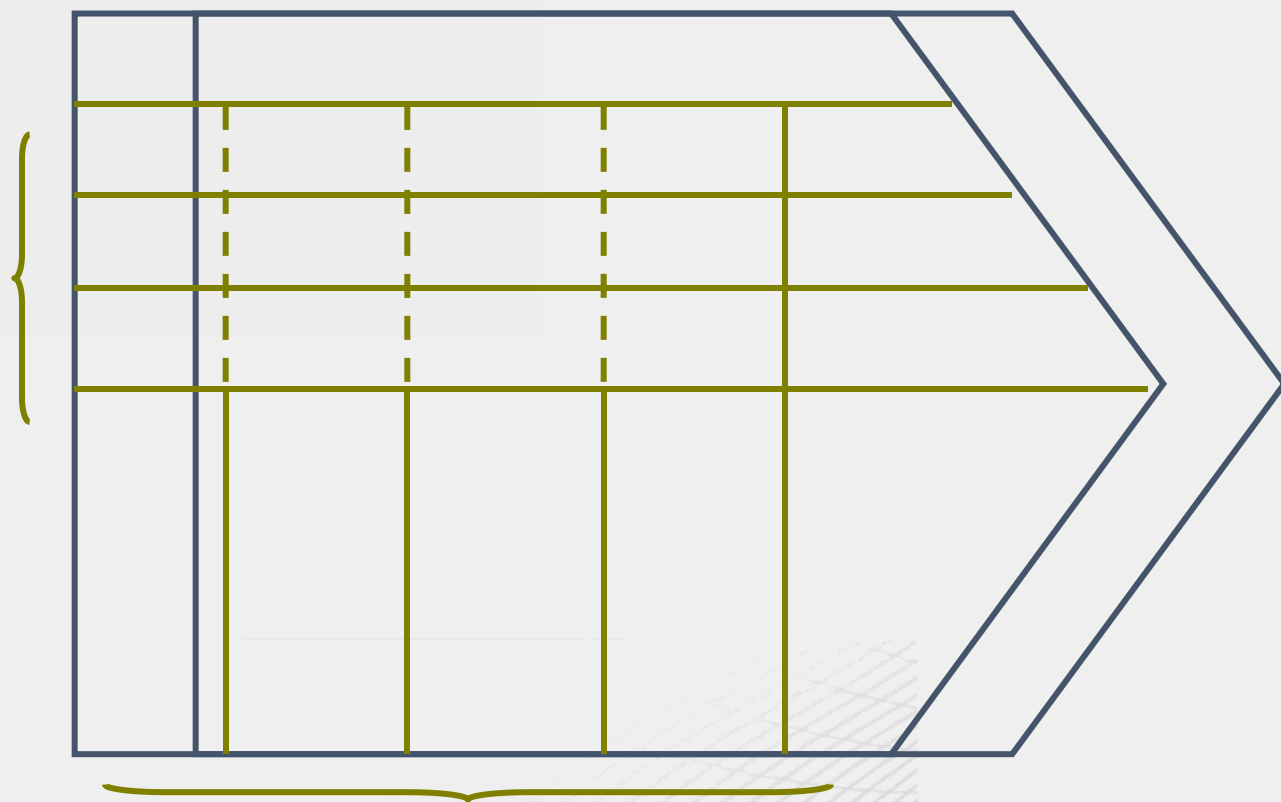
PESTEL

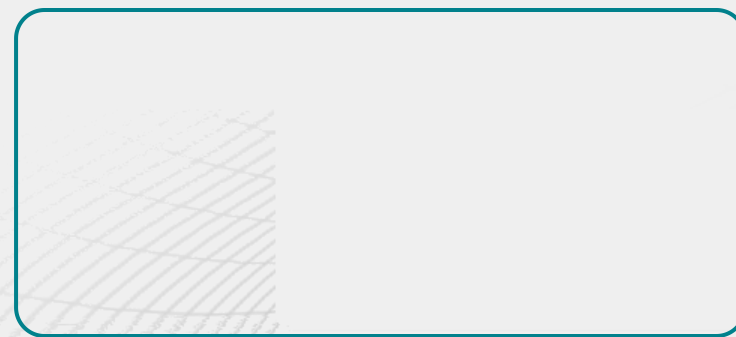
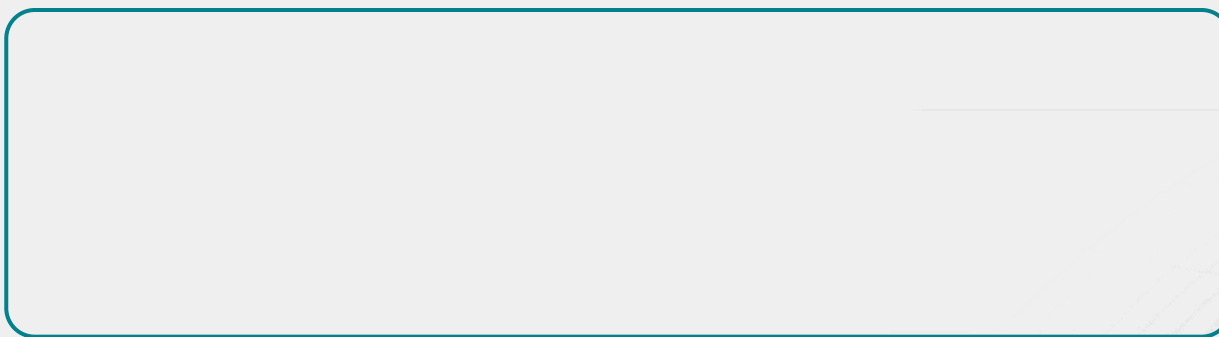
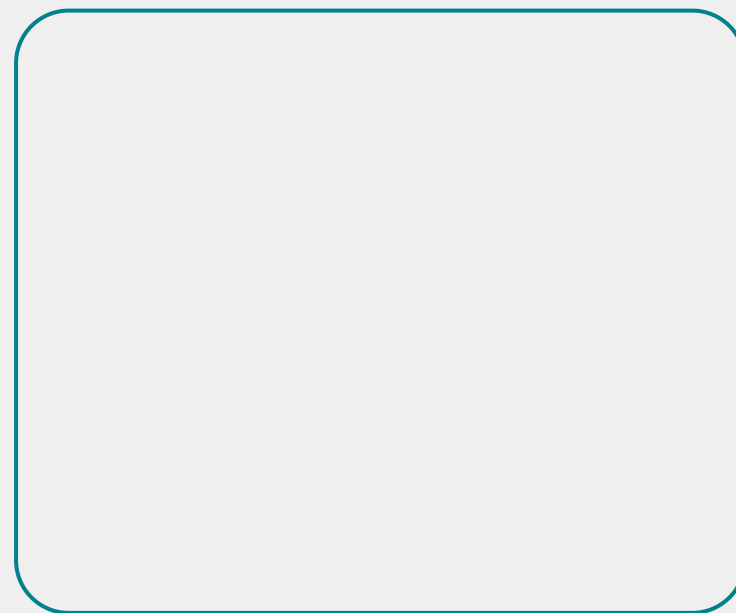
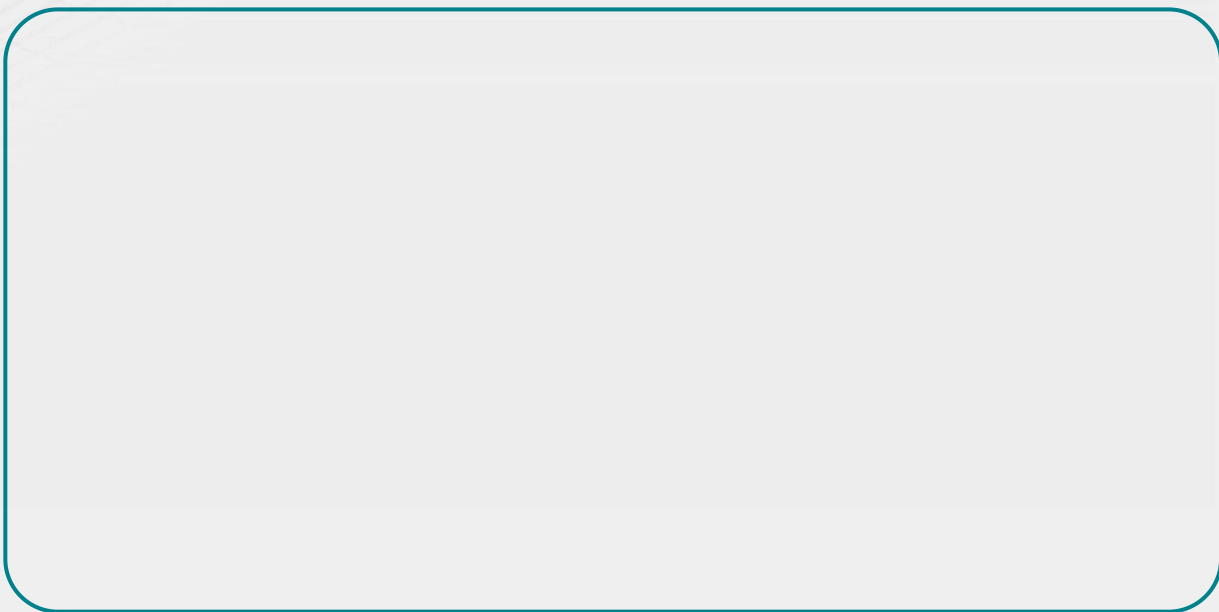
PESTEL









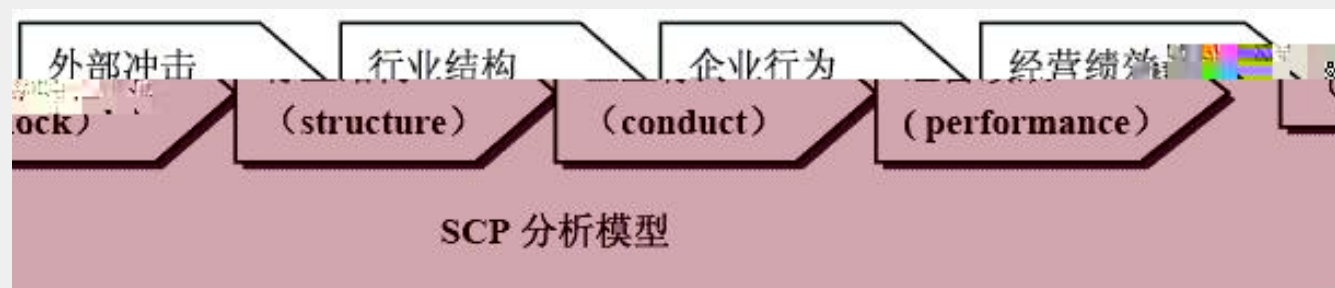


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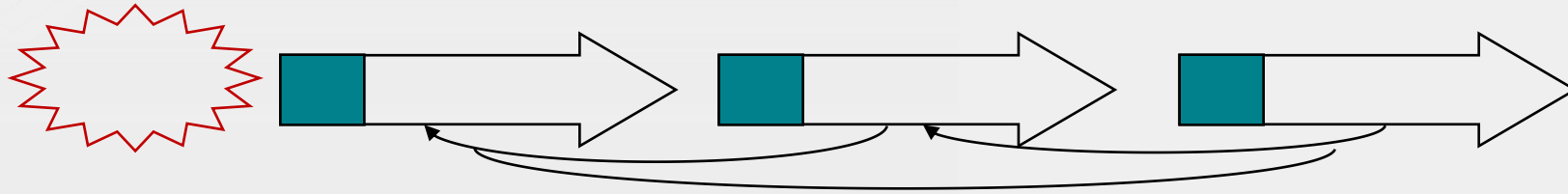
SCP

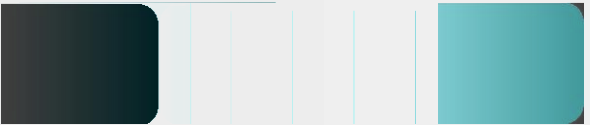
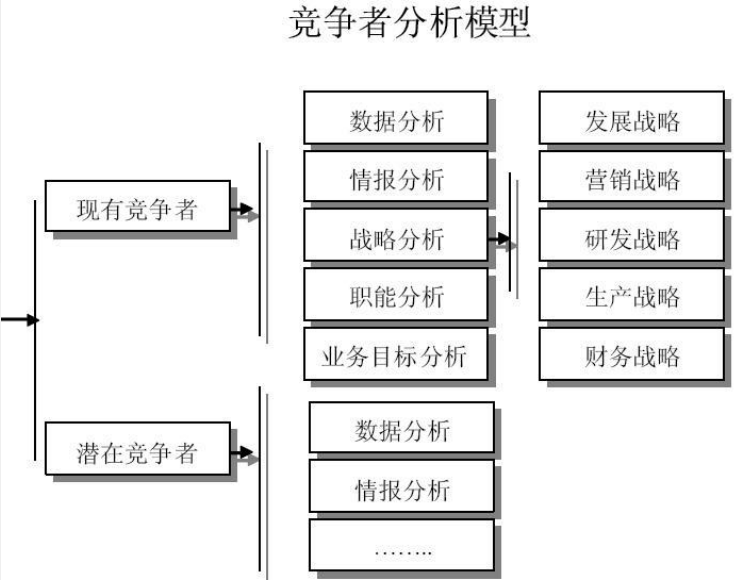
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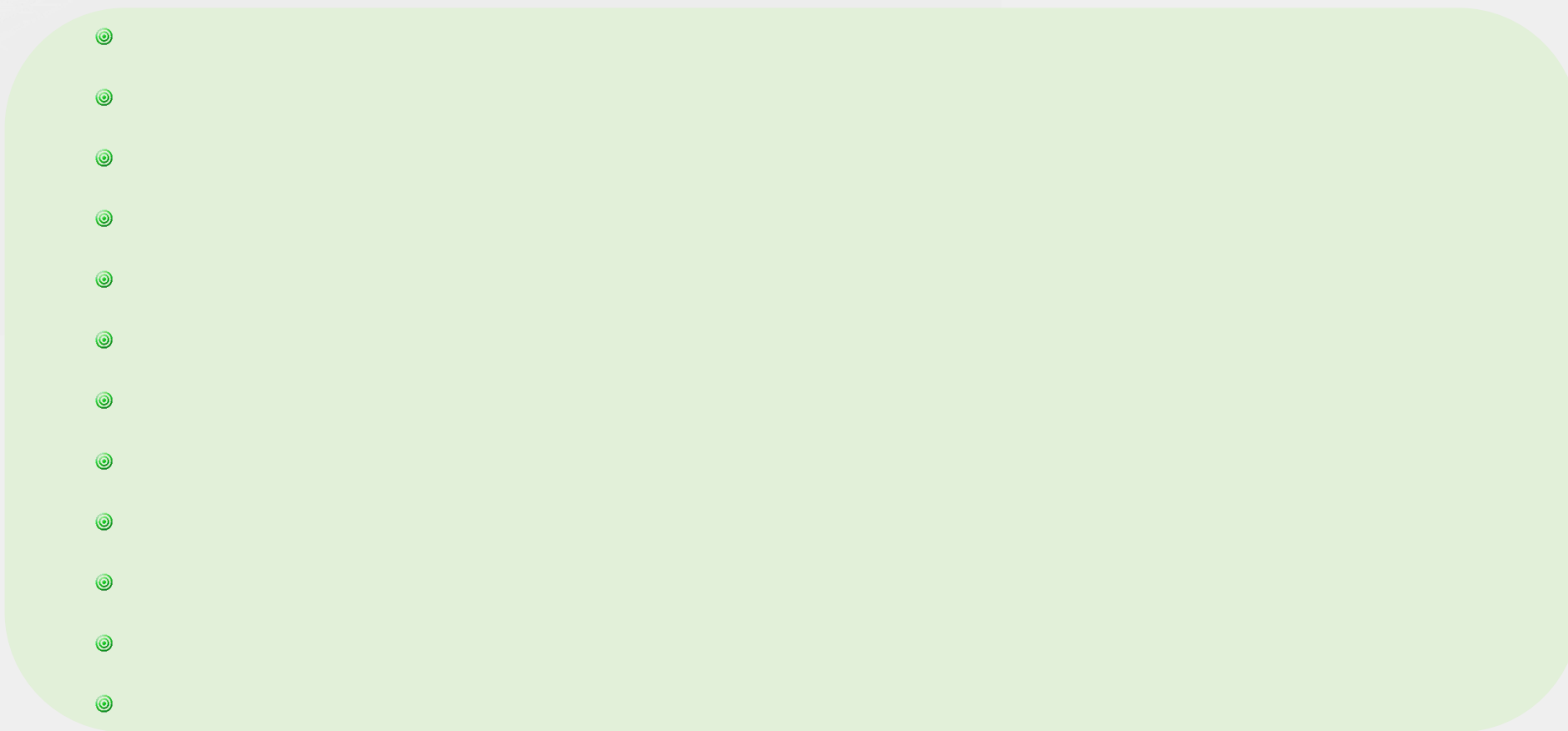
SCP (Structure-Conduct-Performance Model)

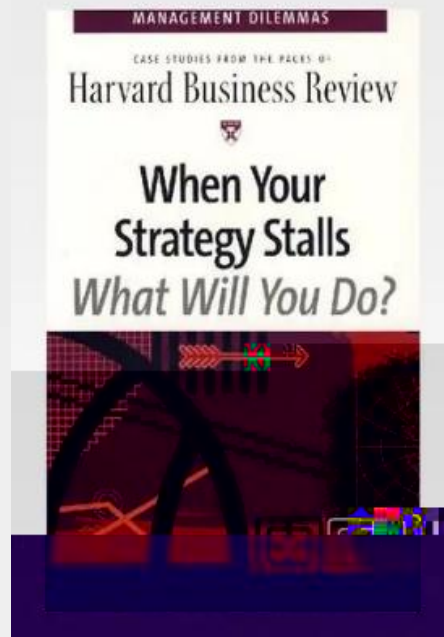


SCP









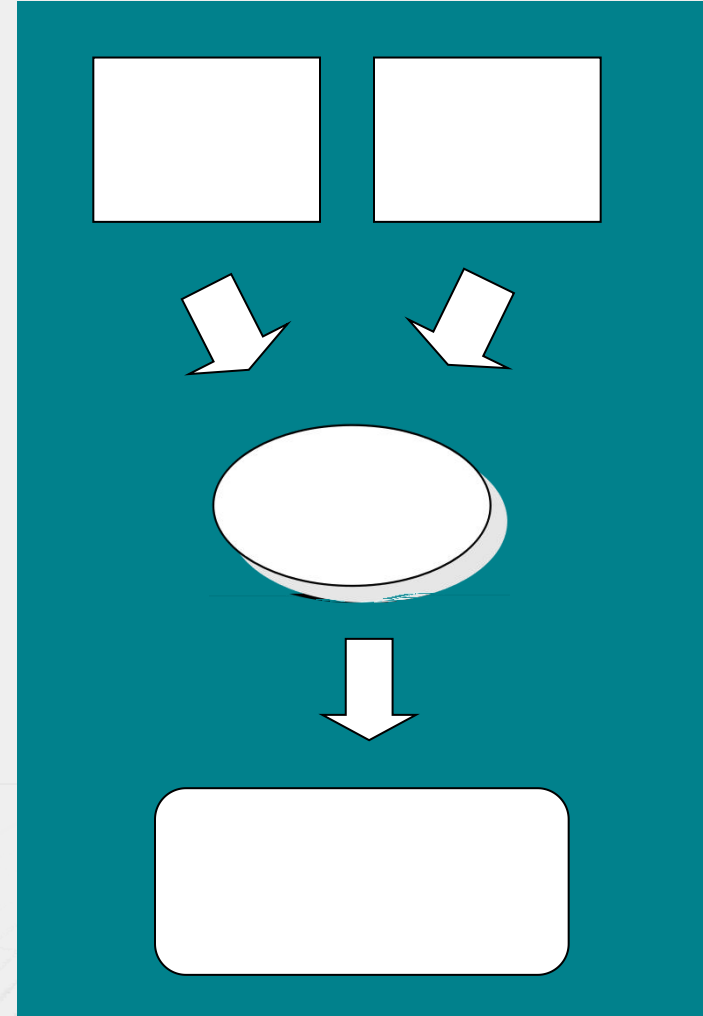


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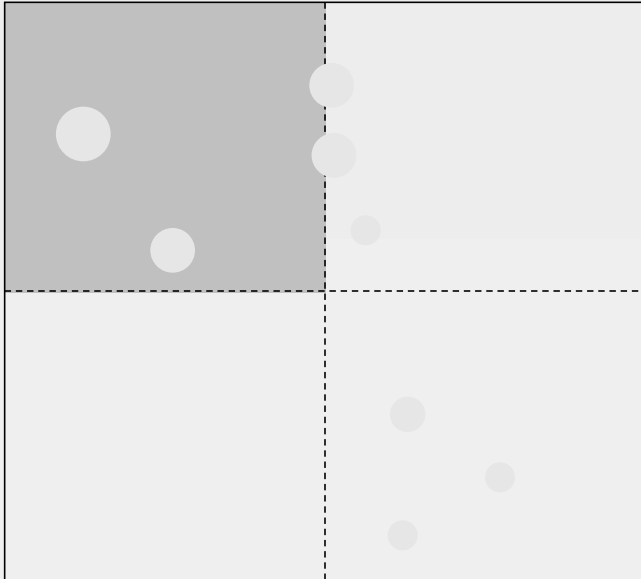
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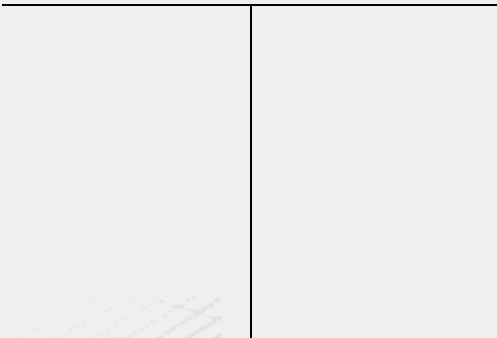


Key Successful Factors



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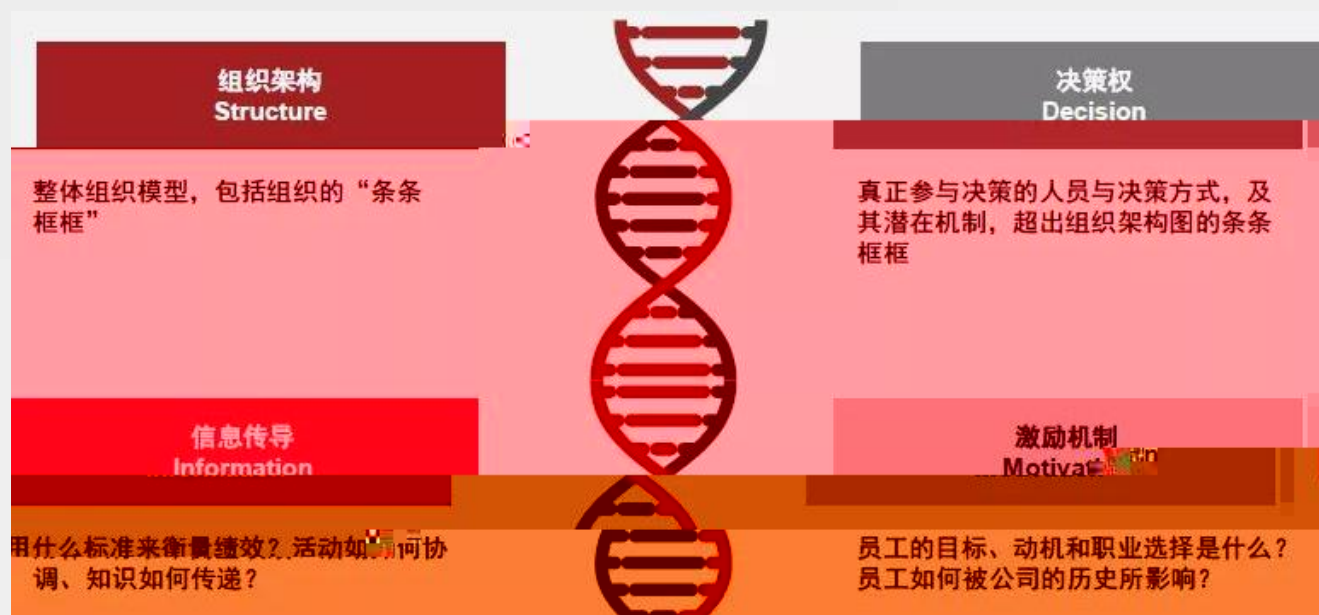


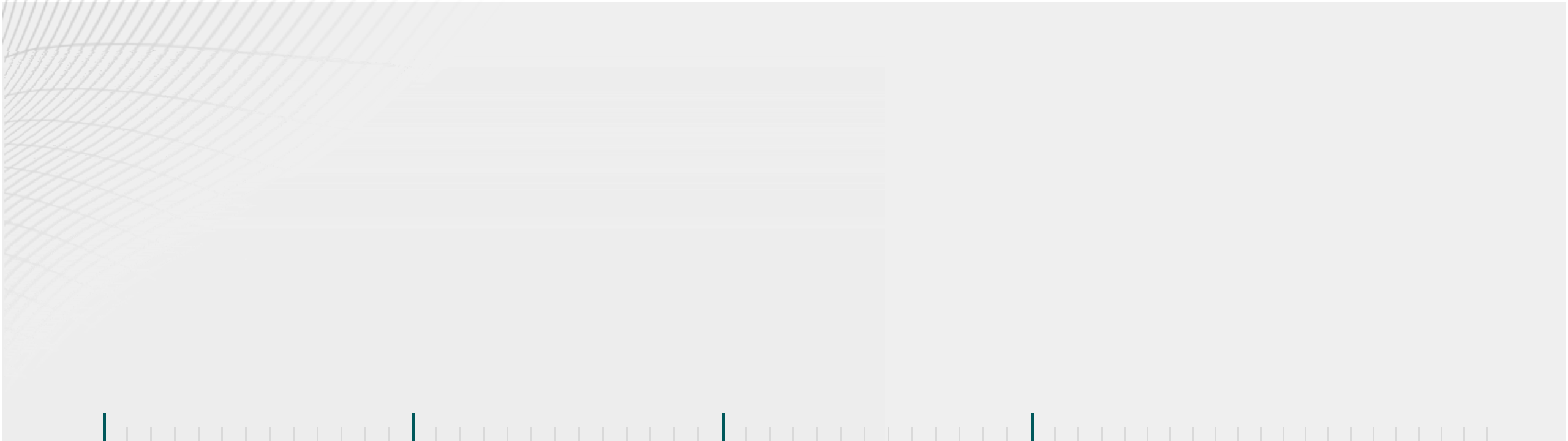


二



DNA





■ SWOT

■

■

■

- (Internal-External Matrix, IE)

SPACE

■

7S

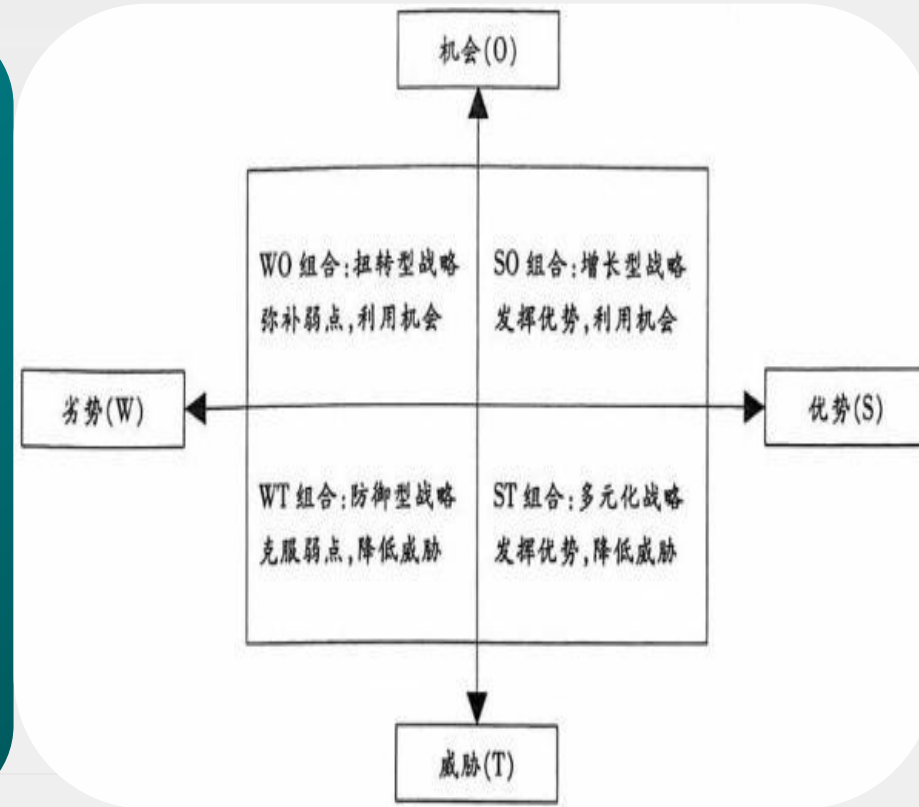
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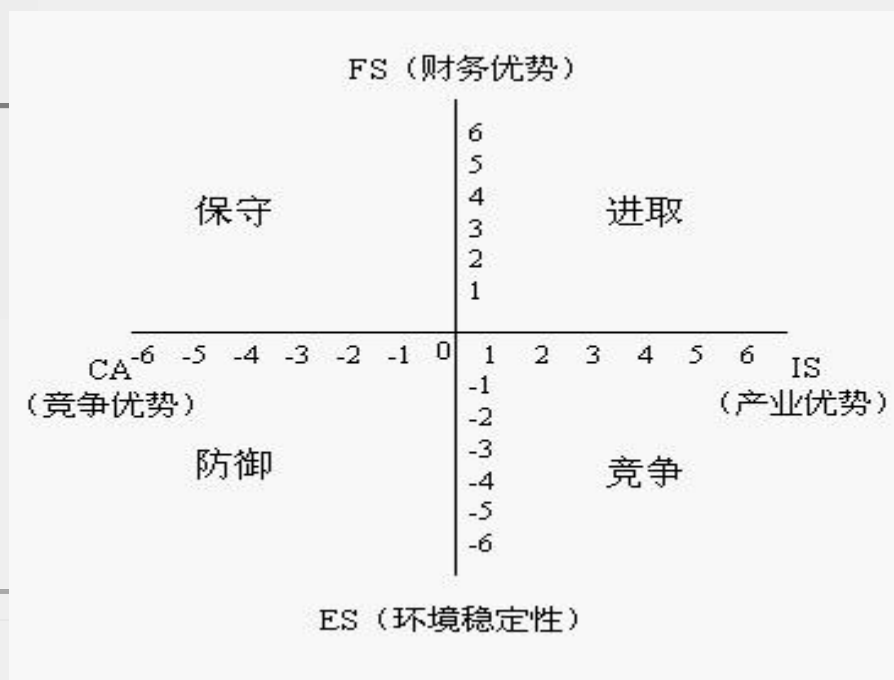
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EVA

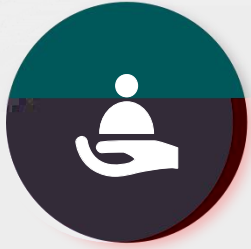
SWOT



SPACE



SPACE

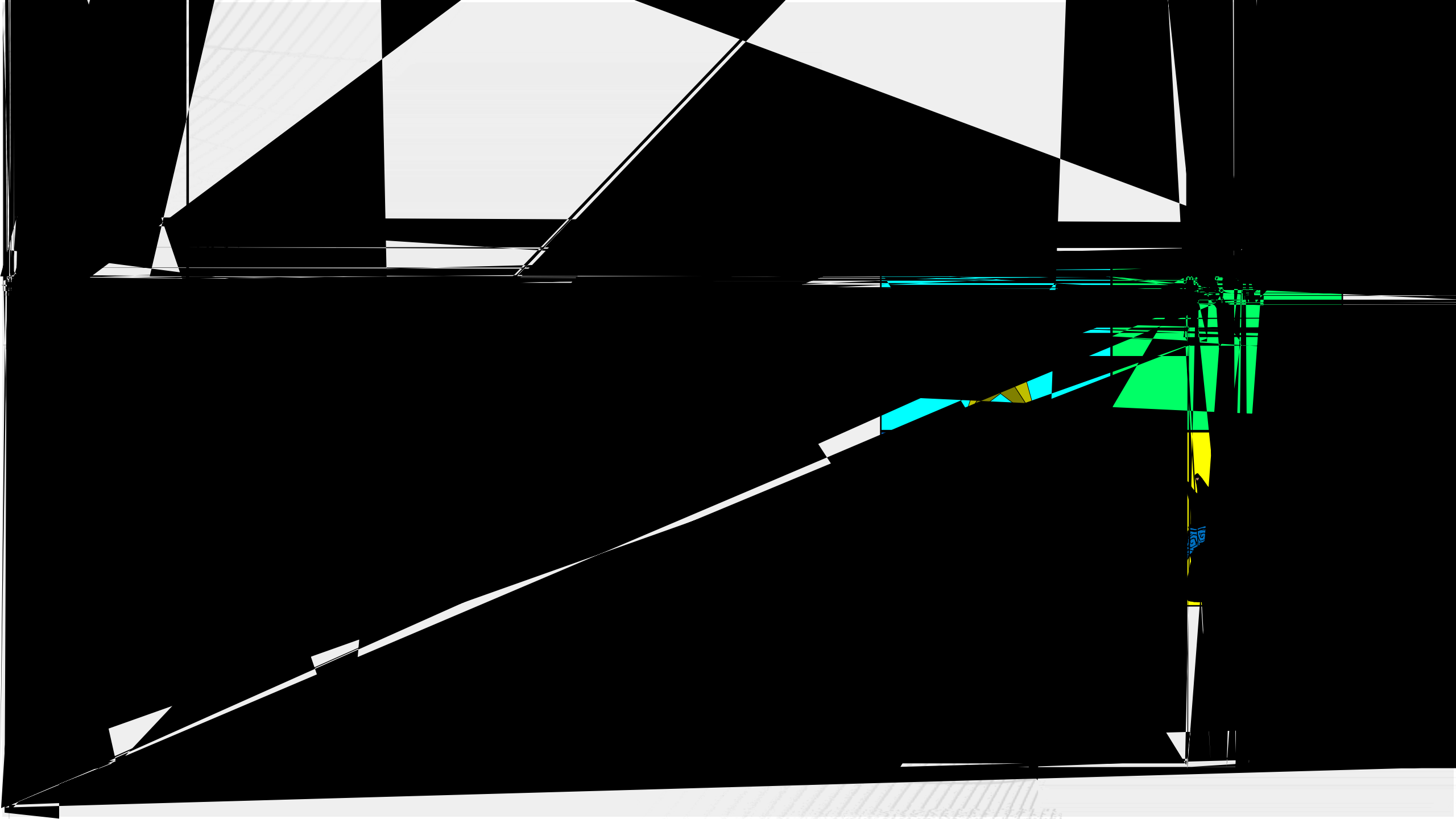


(BCG Matrix)



BCG

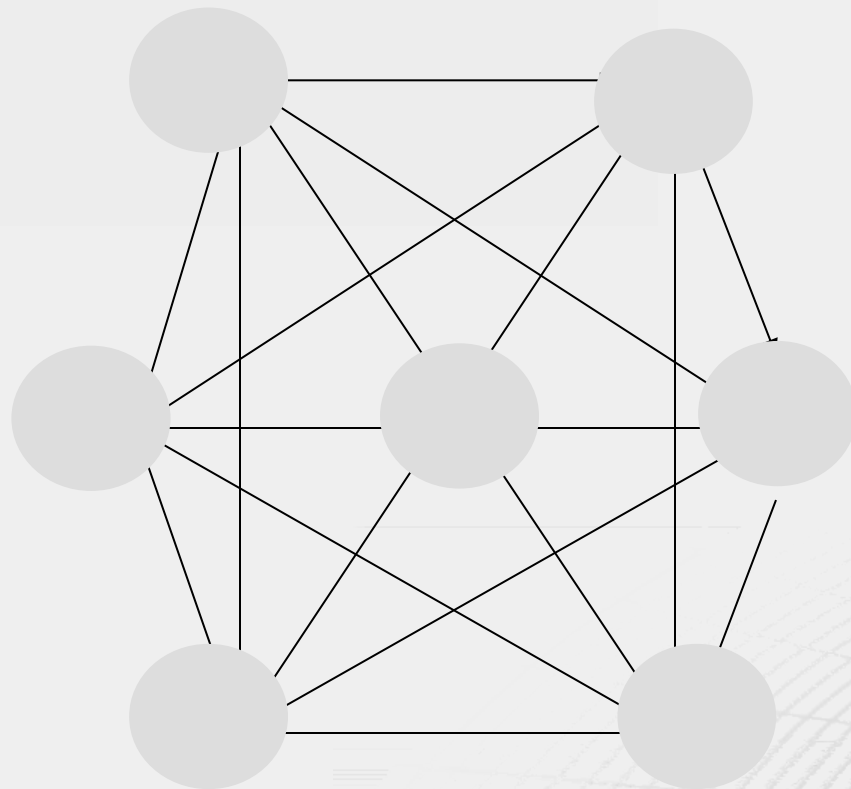




BCG

		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

7S



EVA

(Economic Value Added, EVA)

领导

领导力
推动战略
方法的组合

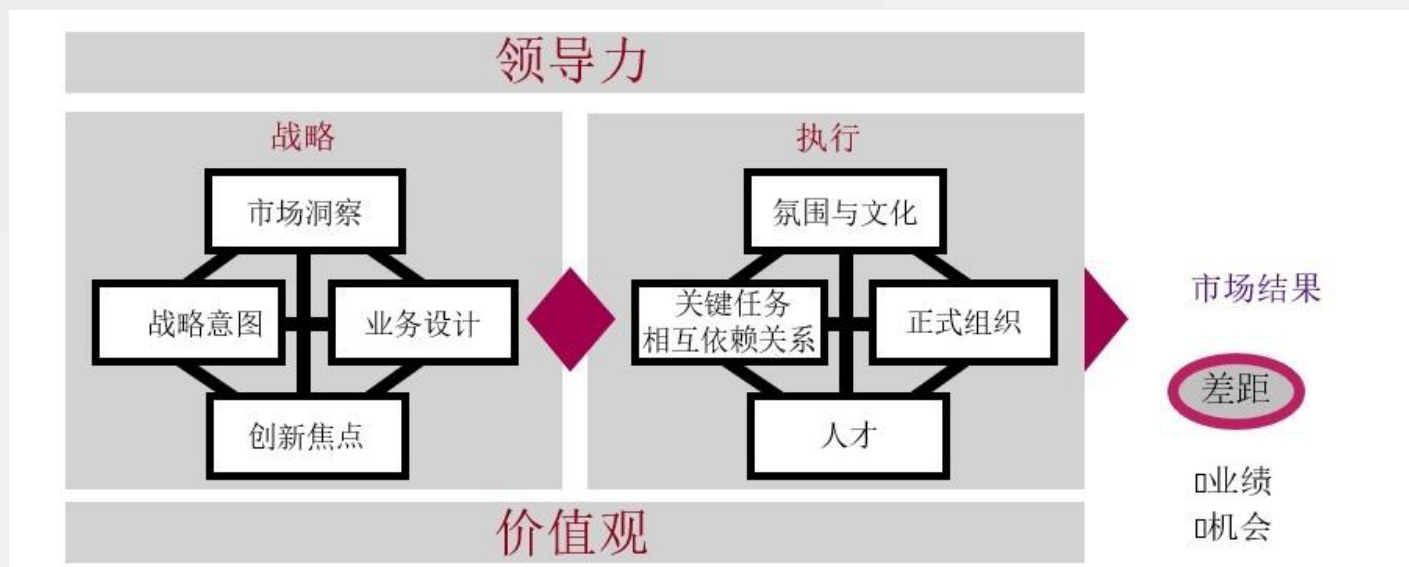
结合

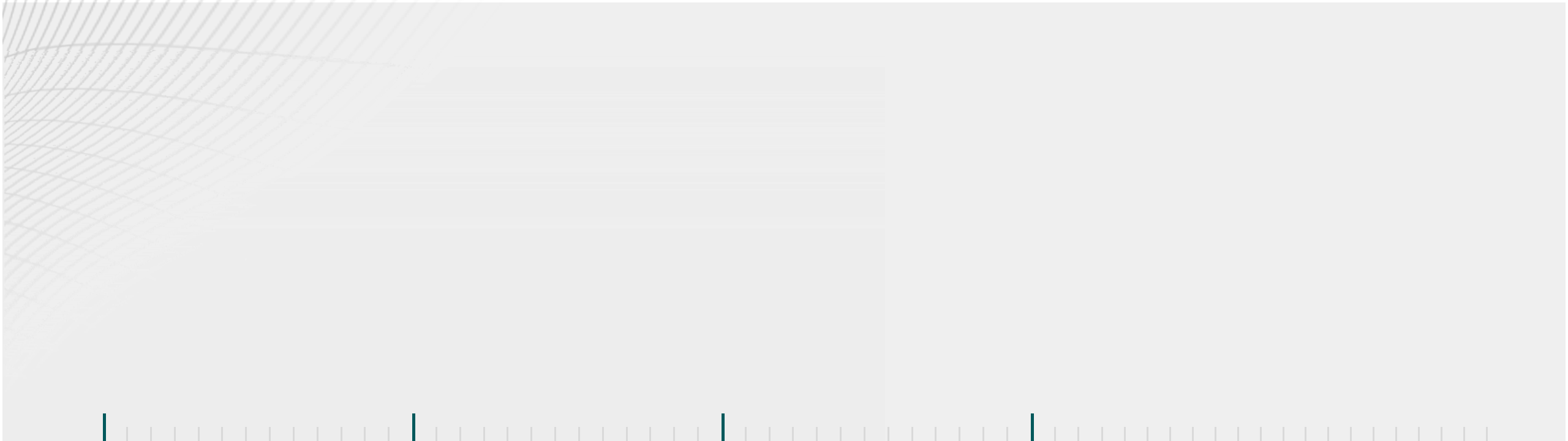
双元性创新
多种方法并用

选择和匹配

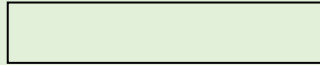
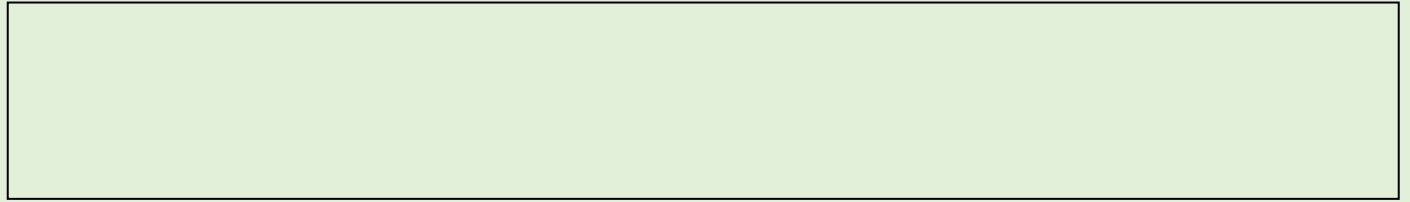
五种战略原型
经典型、适应型、愿景型、塑造型、重塑型







■ OKR



(O K R)



(OKR)

OKR



感谢观看