

Ot strategii k taktike. Torgovyy biznes (Russian Edition)



Preimushchestva ispolzovaniya strategii neosporimy. Odnako na praktike uslozhnennym yavlyatsya perevod ee tseley v takticheskie resheniya, osobenno dlya predpriyatiy malogo biznesa, kakikh v torgovle bolshinstvo. V knige predlagaetsya novyy podkhod takogo perevoda, ispolzuyushchiy neslozhnye matematicheskie formuly tipa formuly bezubytchnosti. Eti formuly otrazhayut ekonomicheskie vzaimosvyazi pokazateley torgovli: vyruchki, pribyli, rentabelnosti, izderzhki i dr. Podstavlyaya v nikh kontrolnye tochki strategii, a takzhe otraslevye normativy, mozhenno opredelit parametry pokazateley taktiko-operativnogo planirovaniya, chto sushchestvenno uproschaet perevod strategicheskikh tseley v otdelnye takticheskie resheniya predpriyatiya. Ukazyvaetsya kratkaya dokazatelnaya baza predlagaemykh formul, a takzhe uslovnye primery ikh primeneniya. Metod mozhet ispolzovatsya kak sostavnaya chast sushchestvuyushchikh metodov planirovaniya, tak i samostoyatelno. Rabota rekomenduetsya dlya rukovoditeley i spetsialistov torgovykh predpriyatiy, v t.ch. v malom biznese, a takzhe nauchnykh sotrudnikov.

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