Secondi, Nicolas and Stauffer, Nicolas

**LE GLOSSAIRE DES TECHNIQUES DE GESTION**

*(Glossary of Management Methods)*

"Usine nouvelle" (France), Supplement, Oct. 1967, pp. 137—144.

The material presented is divided into the following categories: a. essential methods for good management of the enterprise; b. useful methods; c. methods requiring, partially, very specialized equipment. The domains included in the glossary comprise: administration, marketing and production. Among the methods explained, the following

may be cited: how to decide on the general policy of the enterprise; how to launch a new product; how to forecast demand; how to determine the profitability of a new product or of a family of new products; how to improve the quality and safety in the exploitation of a product.

This glossary which briefly explains the main methods used in enterprise management is particularly meant for people who lack the necessary time to enter into the details of the methods but who, on account of the function they occupy in the enterprise, must know these methods on the whole.