Dr. V. Wagle

"MANAGEMENT SCIENCE" UND STRATEGISCHE PLANUNG

(Management Science and Strategic Planning)

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The paper describes the main stages of drawing up a strategic plan. This problem has been solved with the aid of operations research methods.

The author begins with a description of the operations research methods, an explanation of the concept of strategic planning and the necessity for such a planning. Further, various models put on the computer are described, and strategic planning is illustrated with the example of some state and private enterprises.

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