

Upravljenie biznes-protsessami v mediaindustrii: Monografiya (Russian Edition)



V monografii predstavleny rezultaty razrabotki metodologii primeneniya protsessnogo podkhoda k upravleniyu predpriyatij sfery izdatelskogo biznesa i poligrafii. Rassmotreny osobennosti ustanovleniya granits protsessa v etoy oblasti deyatel'nosti, sformulirovany osnovaniya klassifikatsii vidov protsessov. Razrabotany modeli protsessnykh struktur i protsessov, opredeleny napravleniya sovershenstvovaniya protsessov. Proveden analiz mezhdunarodnoy i natsionalnoy praktiki primeneniya pokazateley otrazheniya deyatel'nosti organizatsiy i predlozhen variant sbalansirovannoy sistemy pokazateley dlya predpriyatij sfery mediaindustrii. Avtorom razrabotan pokazatel effektivnosti menedzhmenta, otrazhayushchiy rezultaty deyatel'nosti organizatsii.

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