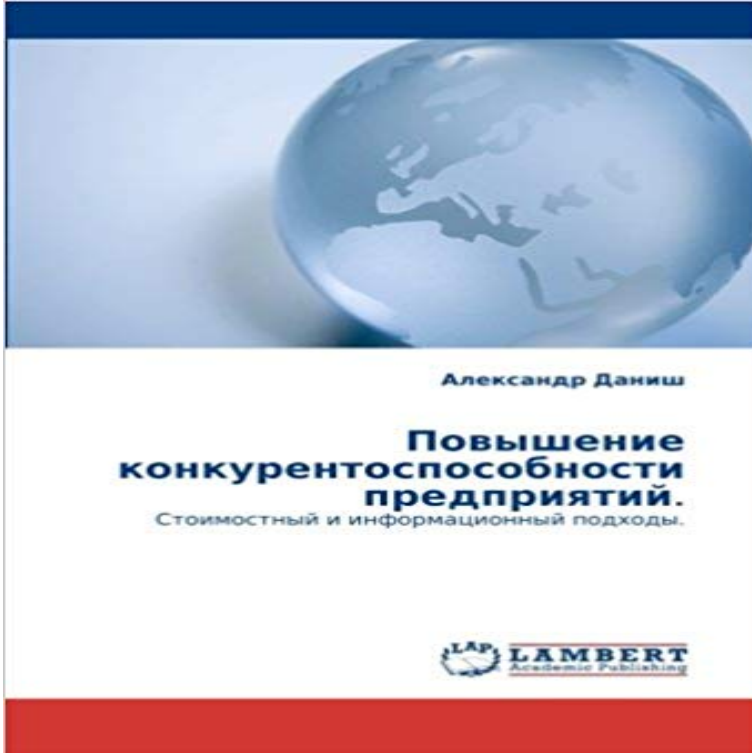


Povyshenie konkurentosposobnosti predpriyatiy.: Stoimostnyy i informatsionnyy podkhody. (Russian Edition)



Vopros povysheniya konkurentosposobnosti priobretaet osobuyu vazhnost v sovremennykh usloviyakh globalizatsii ekonomiki, kogda konkurentsia nosit mezhdunarodnyy kharakter. Bolee togo, sovremennye ekonomicheskie otnosheniya nosyat informatsionnyy kharakter. Informatsiya stanovitsya ne prosto soobshcheniem, ona tesno svyazana s tsenostnymi orientirami, a imenno s informatsionnoy stoimostyu. Potentsialnaya pribyl ot pravilnogo ispolzovaniya informatsii ili naprotiv, potentsialnyy ubyток ot nepravilnogo ispolzovaniya informatsii mogut okazatsya ogromnymi. Vedushchey kontseptsiey upravleniya na sovremennom etape stalo upravlenie stoimostyu, kotoroe predpolagaet tochnye kriterii otsenki rezultativnosti upravleniya na osnove stoimostnykh kharakteristik proizvodstvennykh sistem. Menedzhment predpriyatiy nuzhdaetsya v organizatsionno-ekonomicheskom instrumentarii, obespechivayushchem konkurentosposobnost predpriyatiy, ustoichivost ikh funktsionirovaniya, sochetayushchim v sebe kompleksnyy sistemnyy podkhod, uchityvayushchiy rol informatsii v sovremennom obshchestve i strategicheskuyu vazhnost povysheniya stoimosti biznesa.

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