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INNOVATION ORGANISATIONNELLE TRANSFORMATION MANAGERIALE PAR LE DESIGN THINKING (PAPERBACK)



Createspace Independent Publishing Platform, 2011. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****. L objectif de cet ouvrage est d analyser dans quelle mesure le design thinking peut aider les entreprises a reinventer leur organisation et leurs pratiques de management afin de les rendre plus humaines et plus efficaces. Les entreprises doivent faire face aujourd hui a deux grandes typologies de difficultes: celles liees a leur fonctionnement, qui proviennent principalement d organisations et de...

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- Authored by Aurelie Marchal
- Released at 2011



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