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El diagnóstico analiza la situación y las expectativas de la empresa para evaluar su capacidad para competir, tomar decisiones y formular planes. Su estrategia y la relación con el entorno deben enmarcar el diagnóstico para conocer lo que ha sucedido y comprender el comportamiento de la actividad. La secuencia de analizar para comprender, comprender...

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- Authored by JUAN F. PEREZ-CARBALLO VEIGA
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