



La swot analysis quale strumento di pianificazione strategica (Italian Edition)

Glauco Giacobbe

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Il presente lavoro mira a dare una definizione puntuale e ordinata della S.W.O.T.1 analysis e delle fasi di attuazione, mettendo in evidenza, nel con- tempo, i pregi, i difetti, i vantaggi e gli svantaggi che la S.W.O.T. analysis puo` comportare in fase di attuazione.

Nel lavoro viene anche proposto uno studio pratico, con una precisa e atten- ta valutazione dei punti di forza, debolezza, opportunita` e minacce (quindi analisi S.W.O.T.), estrapolato dal P.S.L.2 Gargano, redatto dal Gal Gargano e basato su dati ISTAT.

A chiusura della presente trattazione, dopo le “Conclusioni”, viene aggiunta una parte riguardante l’aggiornamento del P.S.L. Gal Gargano - Programma Leader Plus 2000/2006 di cui si `e discusso nel capitolo precedente, in parti- colare `e stato allegato il nuovo documento redatto il 25 gennaio 2010 dal Gal Gargano (PSL Gal Gargano - Programma di Sviluppo Rurale 2007-2013).



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