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Olivier DENOUE

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Conçu pour répondre aux besoins de chaque artisan, cet ouvrage reprend de façon simple et pédagogique, les règles et les outils utilisés par toutes les grandes entreprises pour réussir efficacement sa stratégie commerciale. Avec des exemples concrets et des applications comparées, ce livre vous propose des solutions clé en main pour totalement ou partiellement repenser la stratégie de votre boulangerie pâtisserie.



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