

-
:
/ / :
/ / :

.,
,
,(
() ,(
() ,(
) ,(
t (

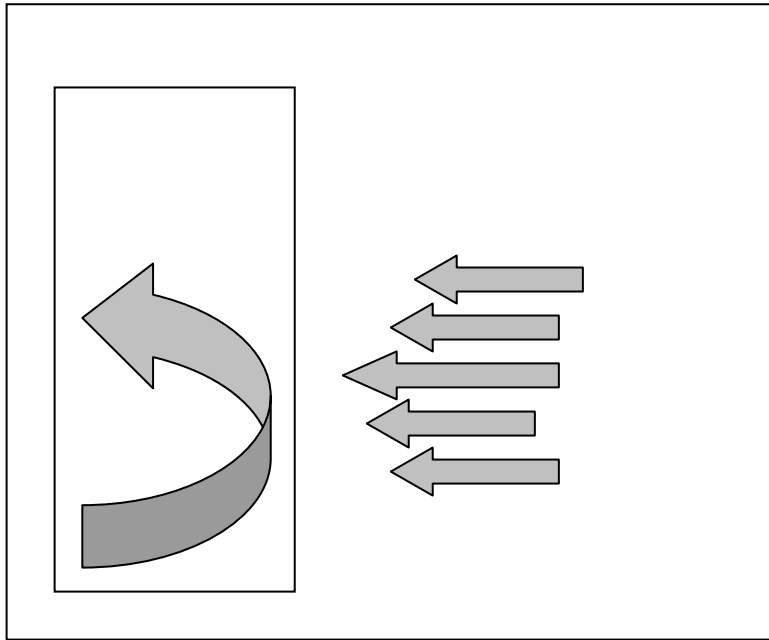
.()



()

()

()





'

'

.

:

.

'

.(,)

.(,)

'

'

.()

'

'

.

'

'

'

:

'

.

'

'



.()

.

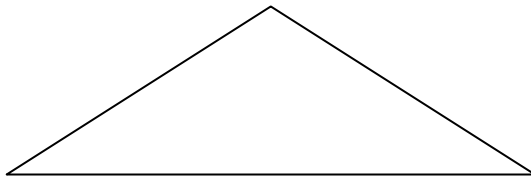
-

-

-()
.()

()

)



-

:

() () , () () () , () () () () () ()	
() , () () , () () () () () () () () () () ()	
() () , () , , () , () ()	

()

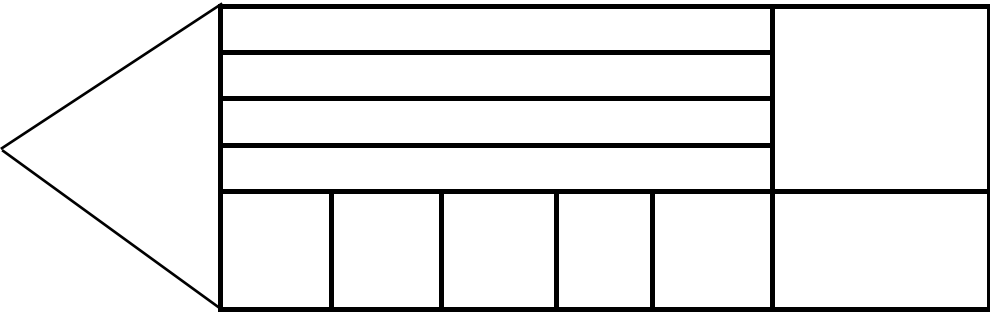


:
() () ()
()

()

()

-
- 1 - Porter
 - 2 - Mc Kinsey
 - 3 - Daft
 - 4 - Glinax & James
 - 5 - Value Chain Analysis



()

;

;

;

;

;

(,)

;

;

;

;

;

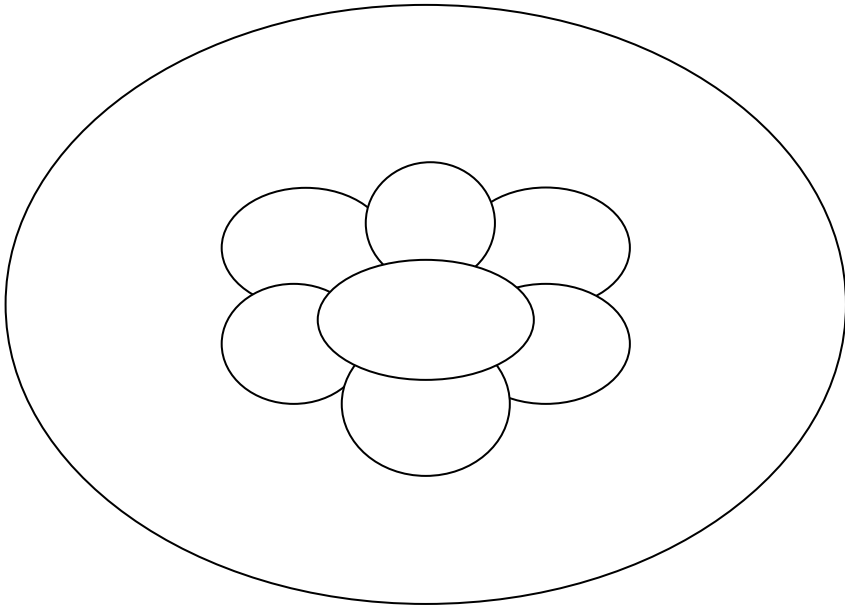
1 - Mc Kinsey
2 - System, Structure, Staff, Skill, Strategy, Style and Shared Value



(,)

()

()



()

-



，
.(,)

()	，	
()	，	
() ()	，	
() ()	，	
()	，	
()	，	
() ()	，	
() ()	，	
	，	
	，	



()		
()		
()		
()		

() ()			
() ()			
()			

-

)			
(

()

() ,

() ()

(

()



()

/ , SPSS

:

()

()

()

()

()

()

“ ”
“ ”

SPSS

()
t ()

t

Z t

t



()
()
()
() ()

() -

		-



4. Adcock D Bradfield R Halborg A & Ross C. (1995). "Marketing Principles & Practice". Second Edition. Pitman Publishing, London, UK.

-
5. Bridges, William. (1994). "The End of the Job". *Fortune*, Vol, 130.
 6. Clarke, Ian (2002). "On value-based marketing". *British Journal of Management*, Vol. 13, PP:367-369.
 7. Daft Richard, L. (1992). "Organization Theory and Design", Fourth Edition, West publishing Company.
 8. Dahlstrom Kristina, Ekins Paul, (2006). "Combining economic and environmental dimensions". *Value chain analysis of UK aluminium flows Journal Conservation and Recycling*.
 9. Deshpande Rohit, & Fareley John U Webster, Frederick E., (1993). "Corporate culture and customer orientation and innovativeness in Japanese firms: A quadrat analysis", *Journal of marketing*, Vol. 57, PP:23-27.
 10. Dibb S, Simkin L, Pride WM, & Ferrell OC. (1994). "Marketing concepts, and strategies". Second European Edition. Houghton Mifflin Company Boston, USA.
 11. Edwards Ward, Discussion: Of human Skills, (1992). "Organizational Behavior and Human Decision Processes, Vol 53, PP: 267-277.
 12. Garavan Thomas N., Heraty Noreen, Barnicle Bridie, (1999). "Human resource development literature: current issues, priorities and dilemmas, *Journal of European industrial training: Vol 23, Issue :4/5, PP:44-57*.
 13. Gelinis Mary V., James Roger G. (1998). "Collaborative change : Improving organizational performance (includes a Microsoft word diskette), John Wiley & Sons Canada, Ltd.; 1th edition.
 14. Gibson James L. (2005). "Organizations : Behavior, Structure, Processes, McGraw-Hill/Irwin; 12 edition.
 15. Hamel, Gray and C.K Prahalad (1994), *Competing for future, Harvard Business Review; January-February*.
 16. Hitt, Ireland and Hotkinson, (1996). "Strategic management, West publishing Company.
 17. Jacob, Rahul (1995). "The struggle to create and organization for the 21st Century", *Fortune*, April.
 18. Kaplinsky R. Globalisation and unequalisation: what can be learned from value chain analysis? *J Dev Stud* 2000, 37(2): PP:117-146.
 19. Lozano Macarena and Valles Jose, March (2007). "An analysis of the implementation of an environmental management system in a local public administration. *Journal of Environmental management*, Vol 82, Issue 4, PP: 495-511.
 20. Mc Kinsey & Company. (1986). "The 7S Frame work". Company Publication.

-
-
21. Peter Paul and Donnelly James, (2004). *“Marketing management”*. Knowledge & skills, McGraw-Hill.
 22. Porter, Michael E., (1985). *“Competitive Advantage, the free press”*. New York.
 23. Schermerhorn; John R. jr, *Management, Fifth Edition*, New York, John Wiley and Sons Inc, (1996).
 24. Solomon MR & Stuart EW. (1997). *“Marketing-Real People Real Choices prentice-Hall”*, New Jersey, USA.
 25. Stevansson Goran & Wood Greg, (2003). *“The dynamics of business ethics: a function of culture and time.”* Management Decision publications.
 26. Stewart, Thomas A. (1995). *“Planning a career in a world without managers”*, Fortune; march.
 27. Takahara Yasuhiko, Mesarovic Mihajlo, (2003). *“Organization Structure; Cybemeitic systems foundation”*. Springer, 1 Edition.
 28. Van der Walt A, Strydom JW, Marx S & Jooste CJ (1996). *“Marketin Management”*. Juta, Kenwyn, South Africa.
 29. Van Heerden C.H. (2001). *“Factors affecting decision-making in south African sport sponsorships”*. Doctoral Thesis, Supervisor, Prof PJ du Plessis, South African, University of Pretoria.
 30. Vries Jan de, (2007). *“Diagnosing inventory management systems”*. An empirical evaluation of a conceptual approach, *International Journal of production Economics*, In press, Corrected proof, Available online 17 January.
 31. Waterman Robirt H, Peters Thomas J, Philips Julien R, (1980). *“Structurt is not organization, Business Horizons*.
 32. Webster E.& Fredrick, (1995). *“Market-Driven management”*, John Wiley & Sons, Inc.
 33. Wilmshurst J (1995). *“The fundamentals and practice of marketing”*. Butterworth Heinemann Ltd. Oxford, UK.
 34. Womack J. Jones D, (1996). *“Lean thinking : banish waste and create wealth in your corporation”*. Simon and Schuster.
 35. Zack, Michael H. (1999). *“Managing codified knowledge”*. Sloan management Review, Vol 40, No 4, PP:67-82.