

目 录

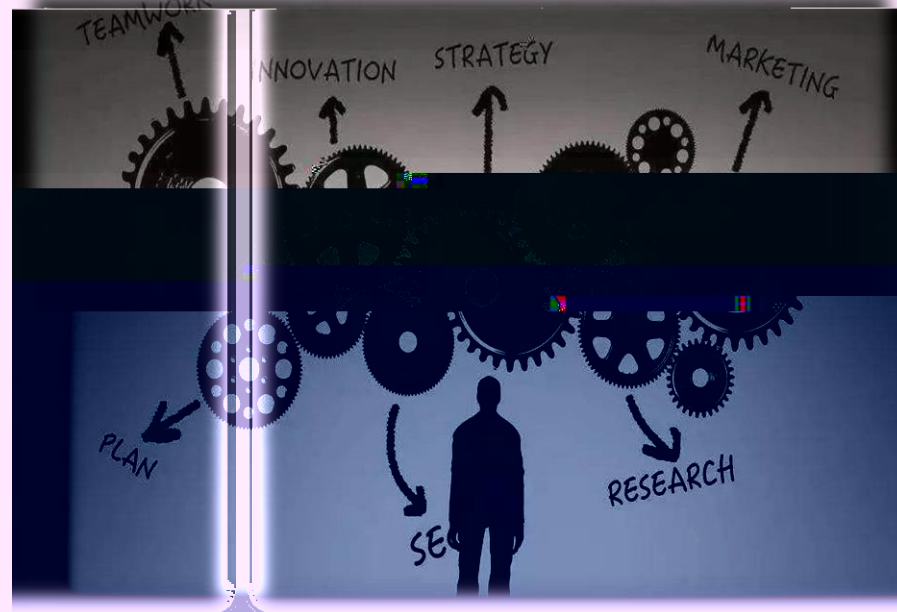


culture



c u l t u r e

1、社会因素



2、企业现象



3、员工衣兜



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三 塑造企业文化的意义和目的



1



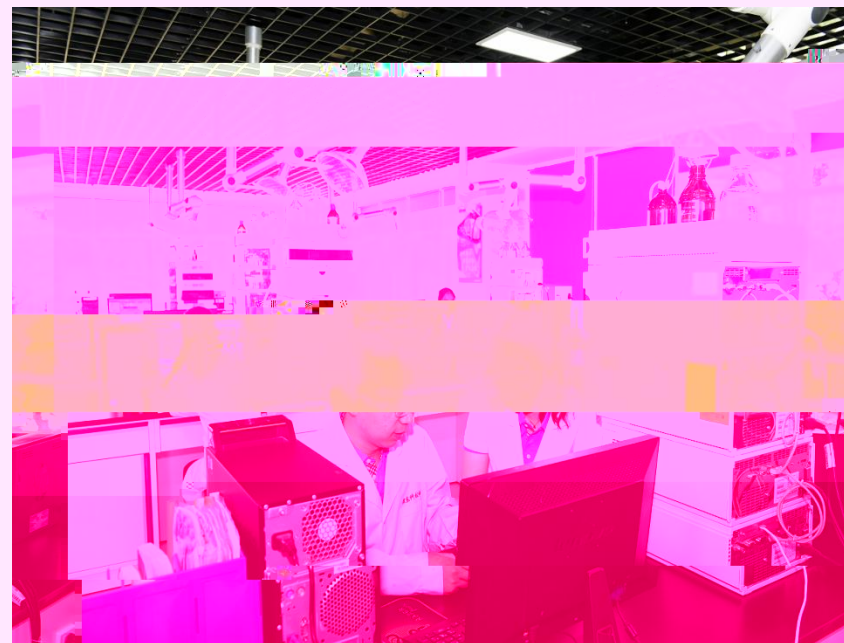
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1



1



1



1



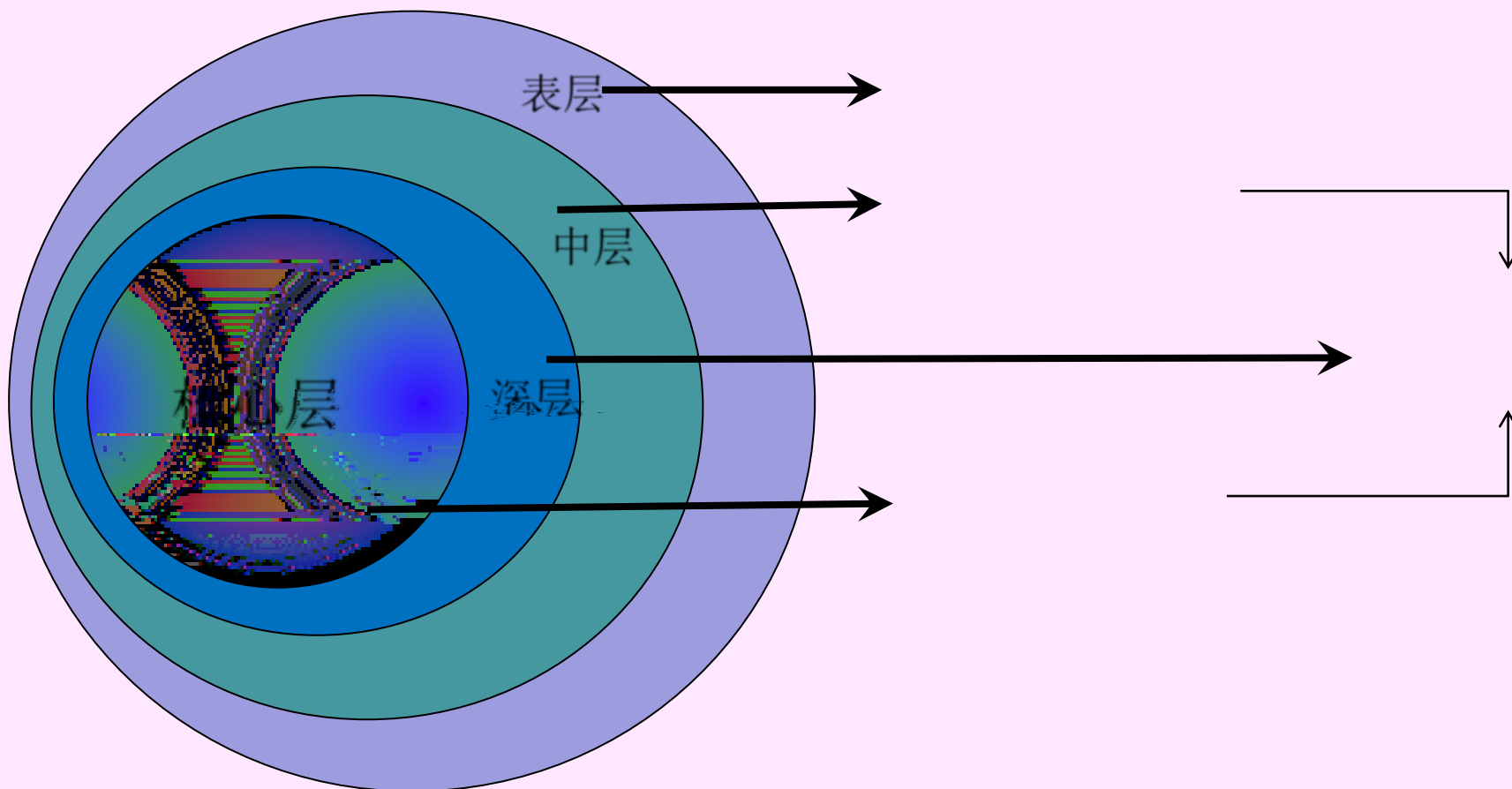
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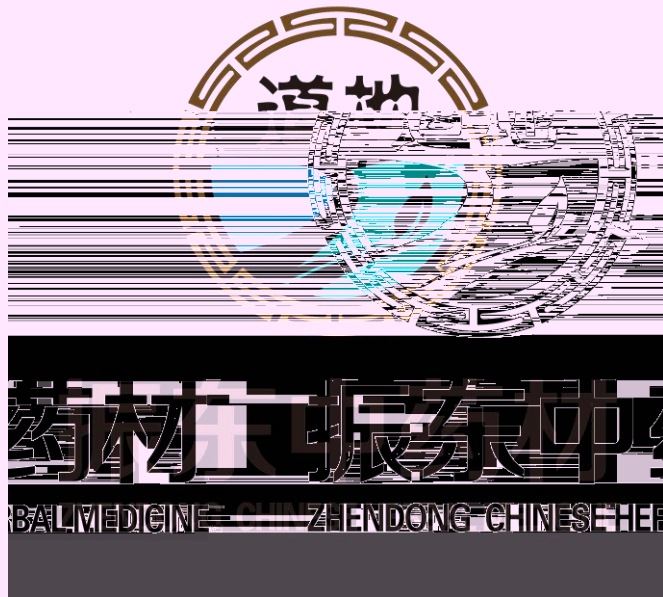
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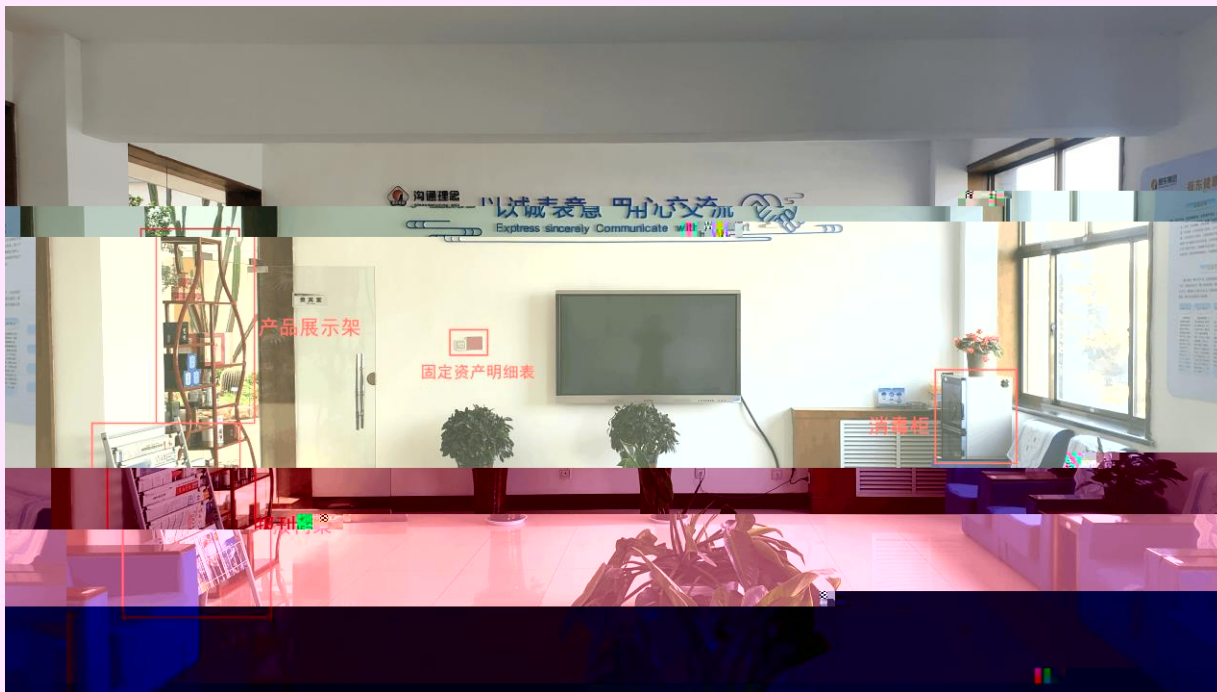


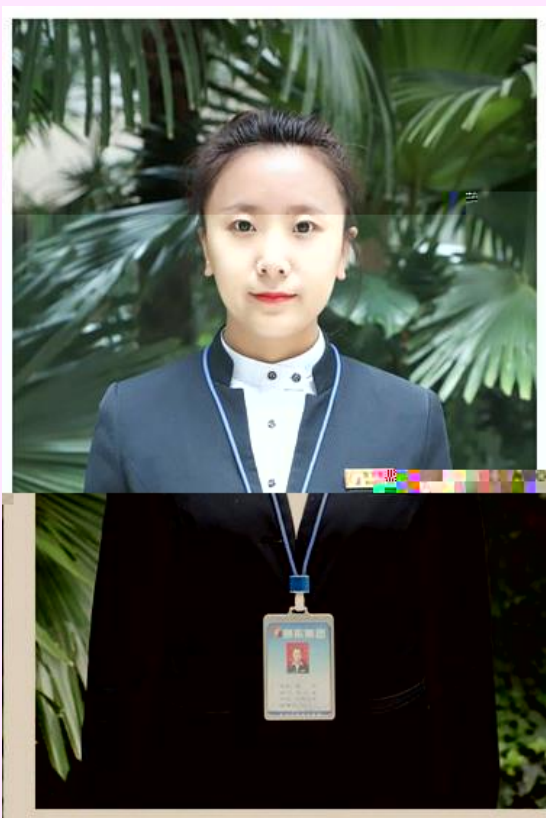
振东五和
ZHENDONGWUHE



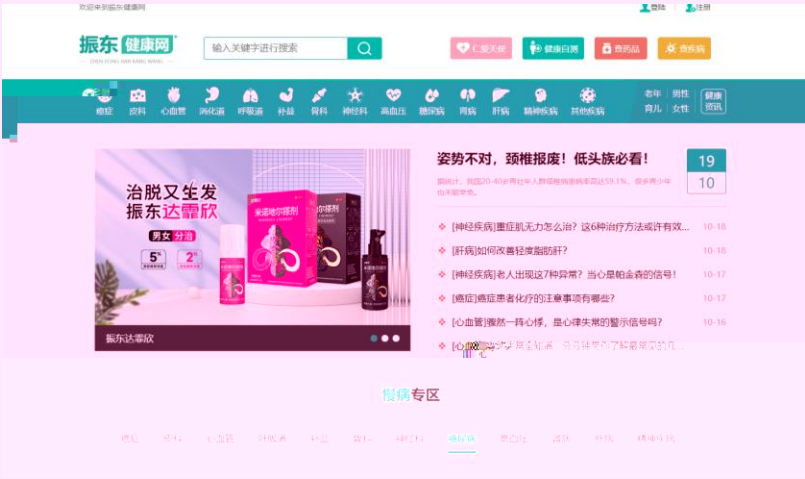


振东石油









★★

★★

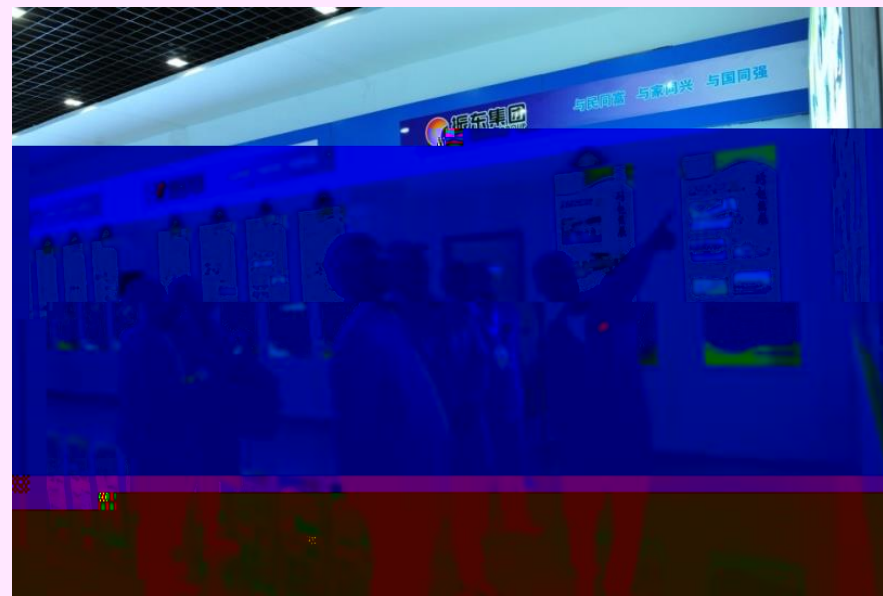
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★★

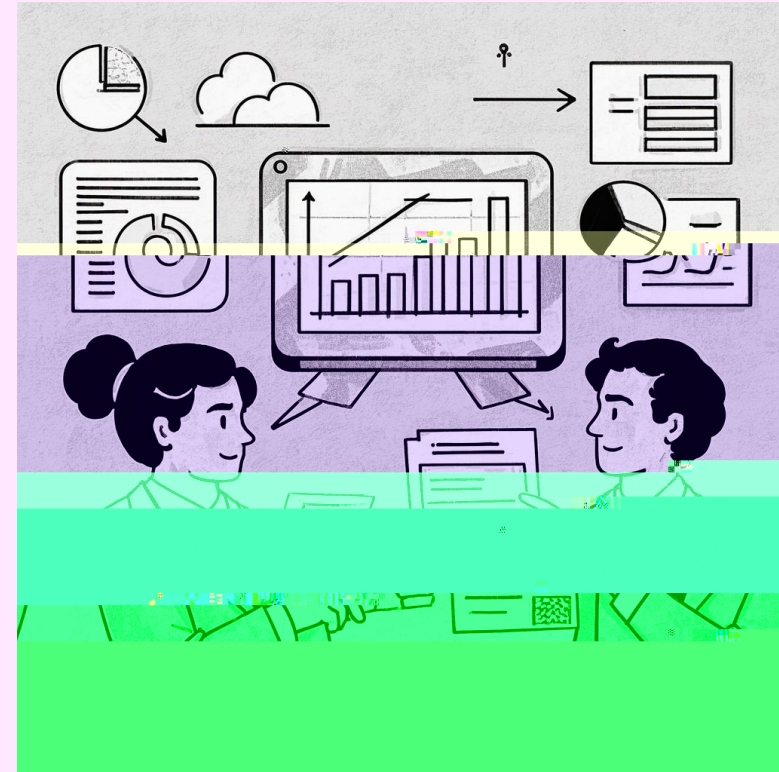
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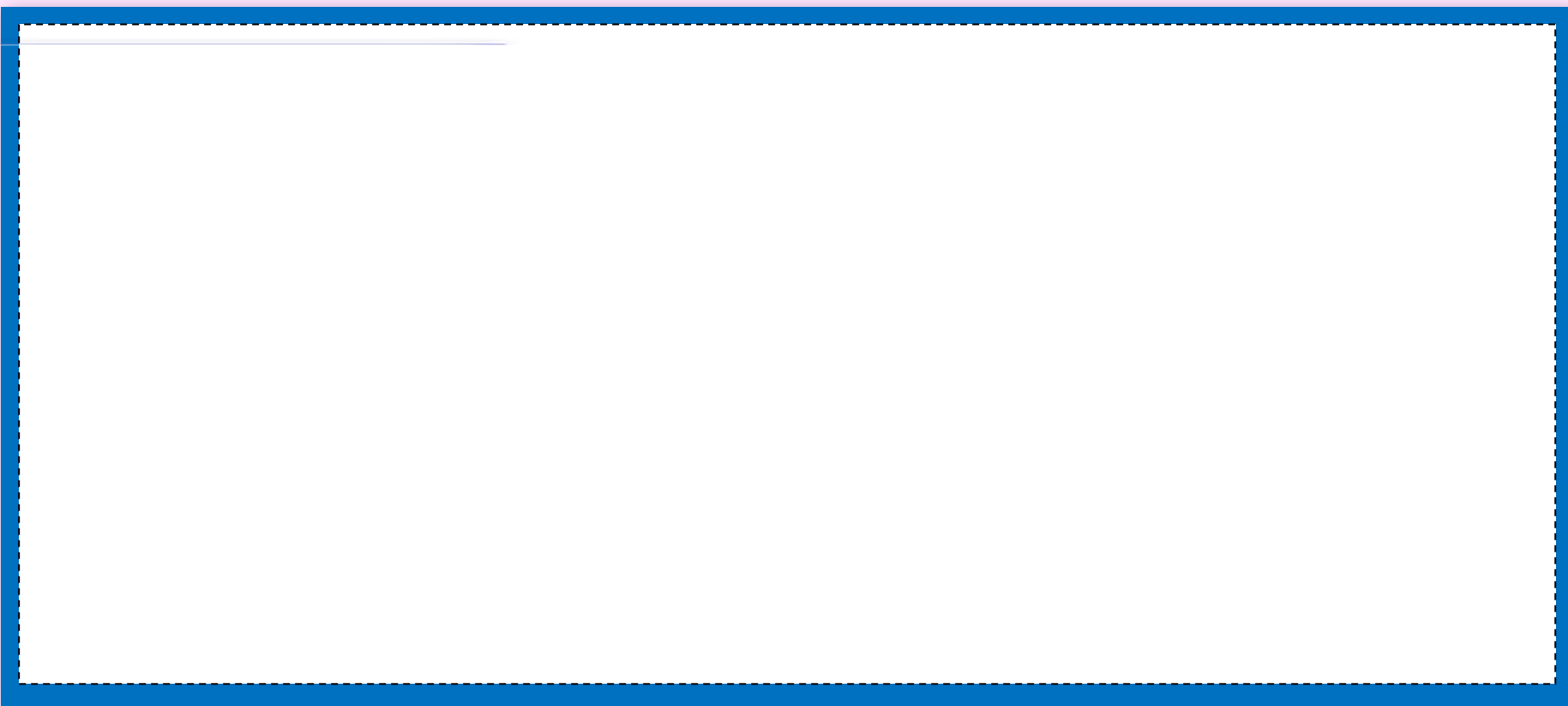


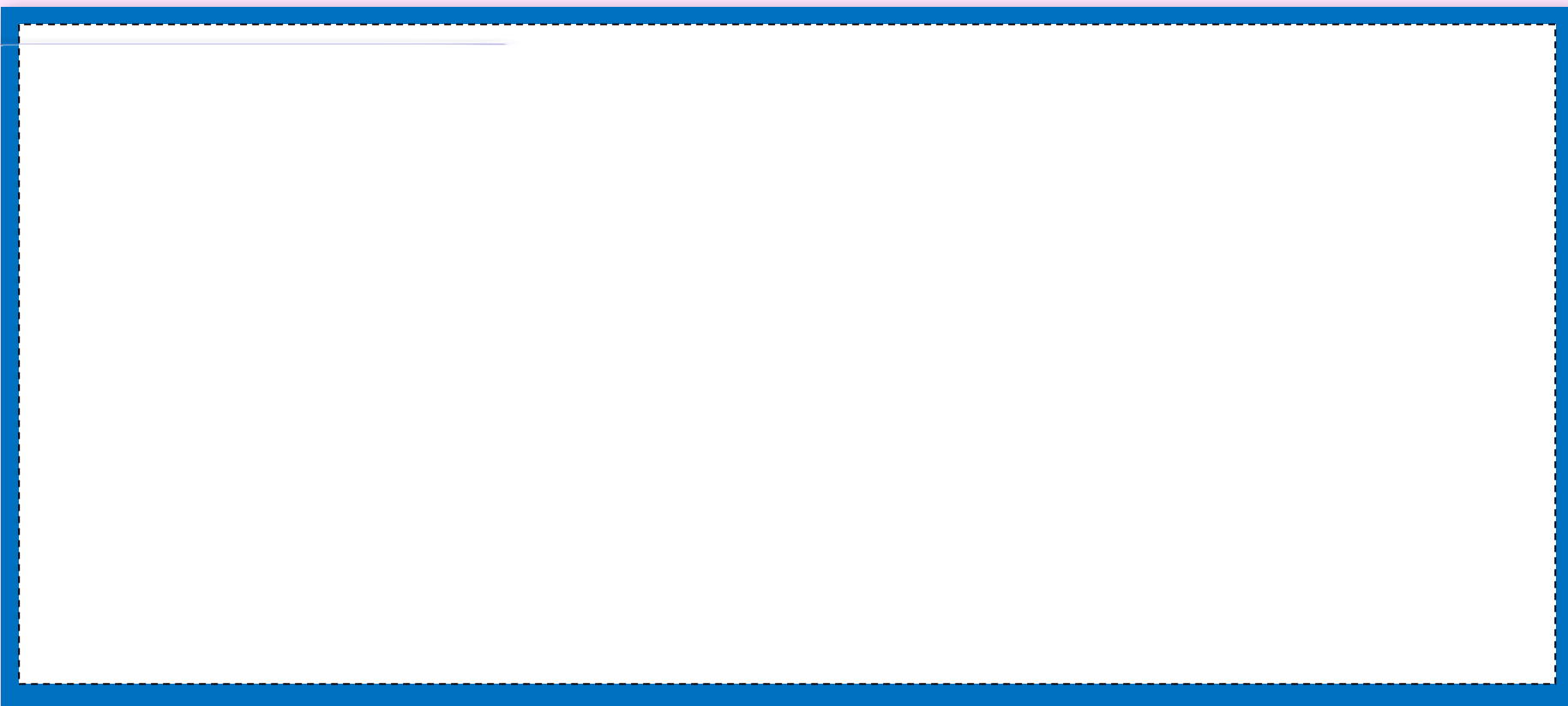
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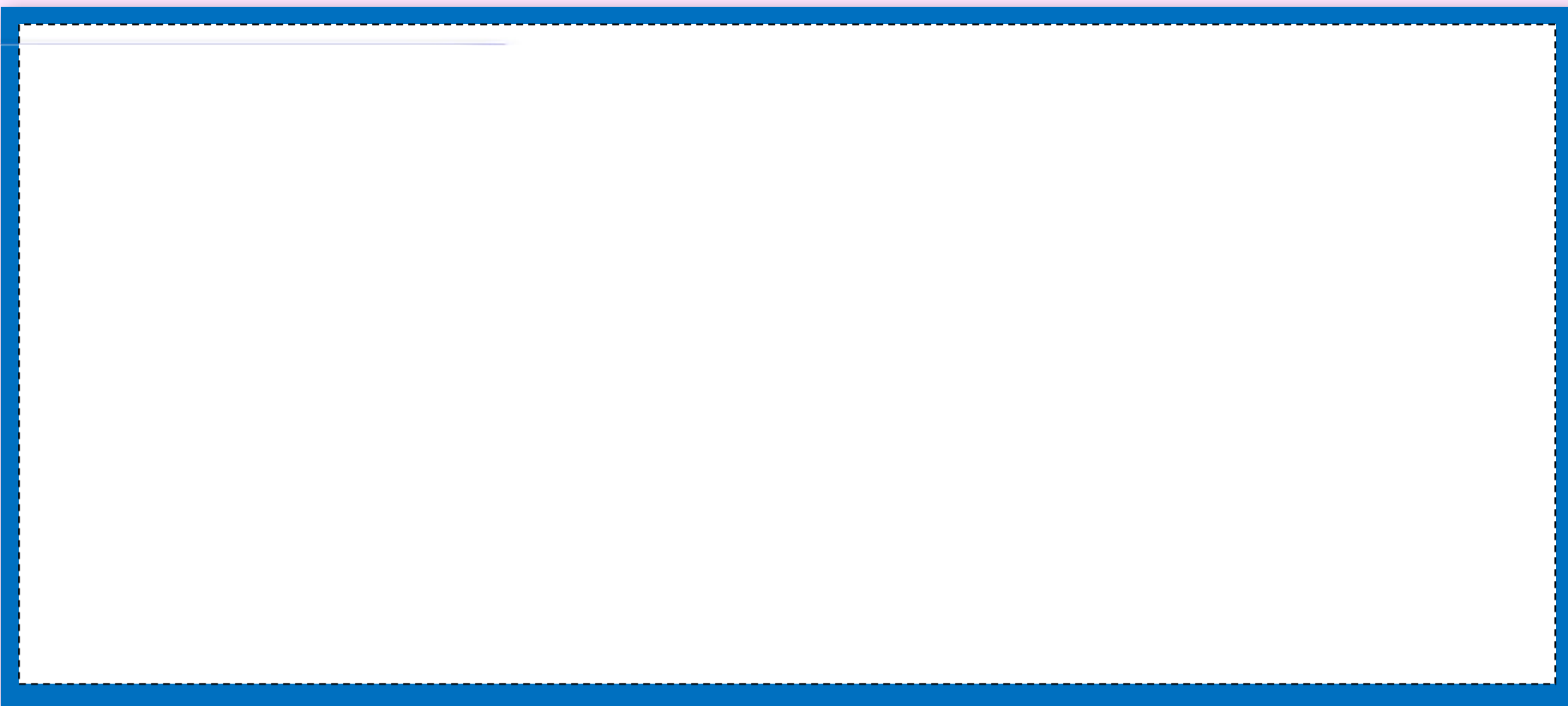


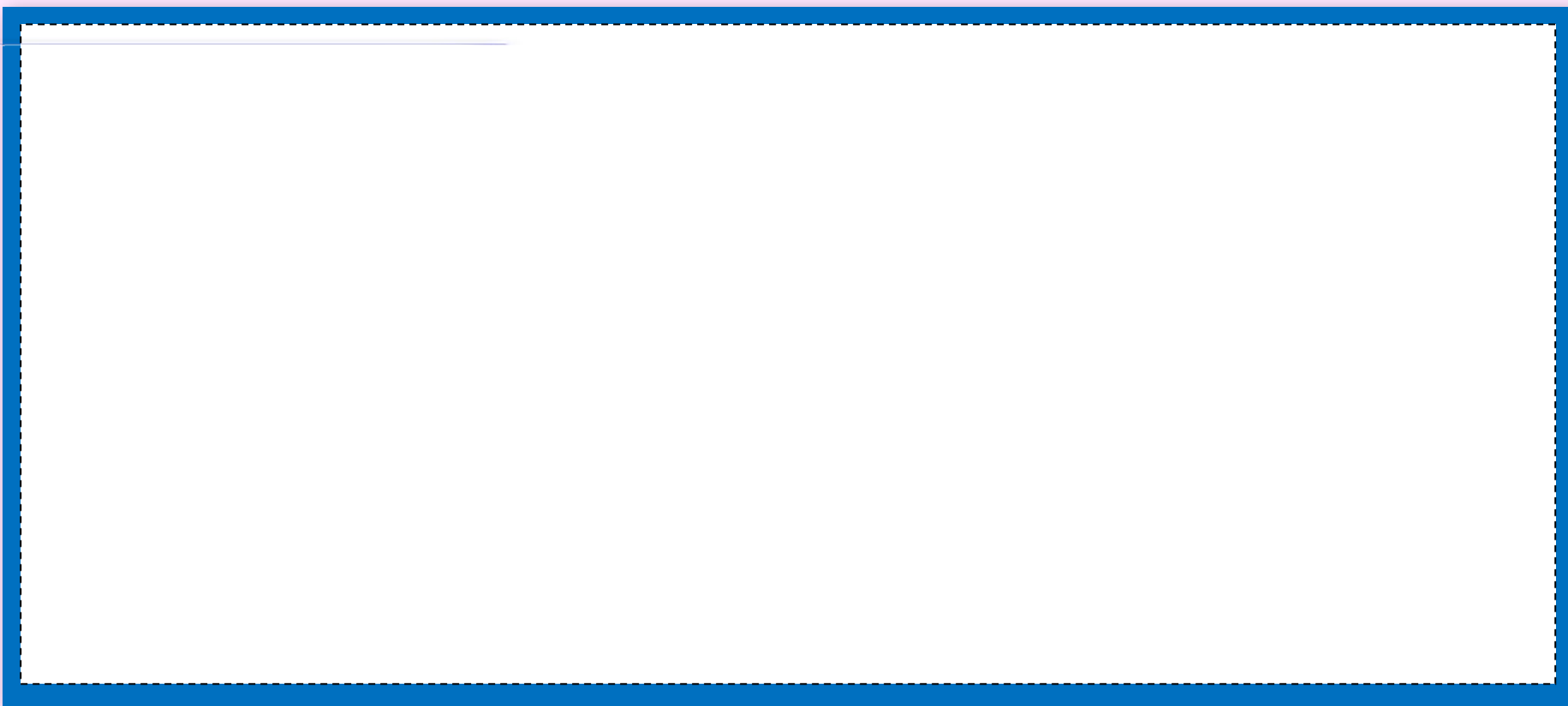
















10













PPT



PPT

题目：宋体、加粗、字号18号。

内容：宋体，字号11号，项目栏文字加粗。

03

计填

量表

量单

或

振东健康
ZHEN DONG HEALTH

营销中心一部 月月报表

年

月

日

13

13

单位：盒

字之间。

后双
表格
占

线期
隔大
开一

05

项目栏边线加粗，
密度为1磅。

14

外边框加粗，

文字为
跟表号
管理编

3112004

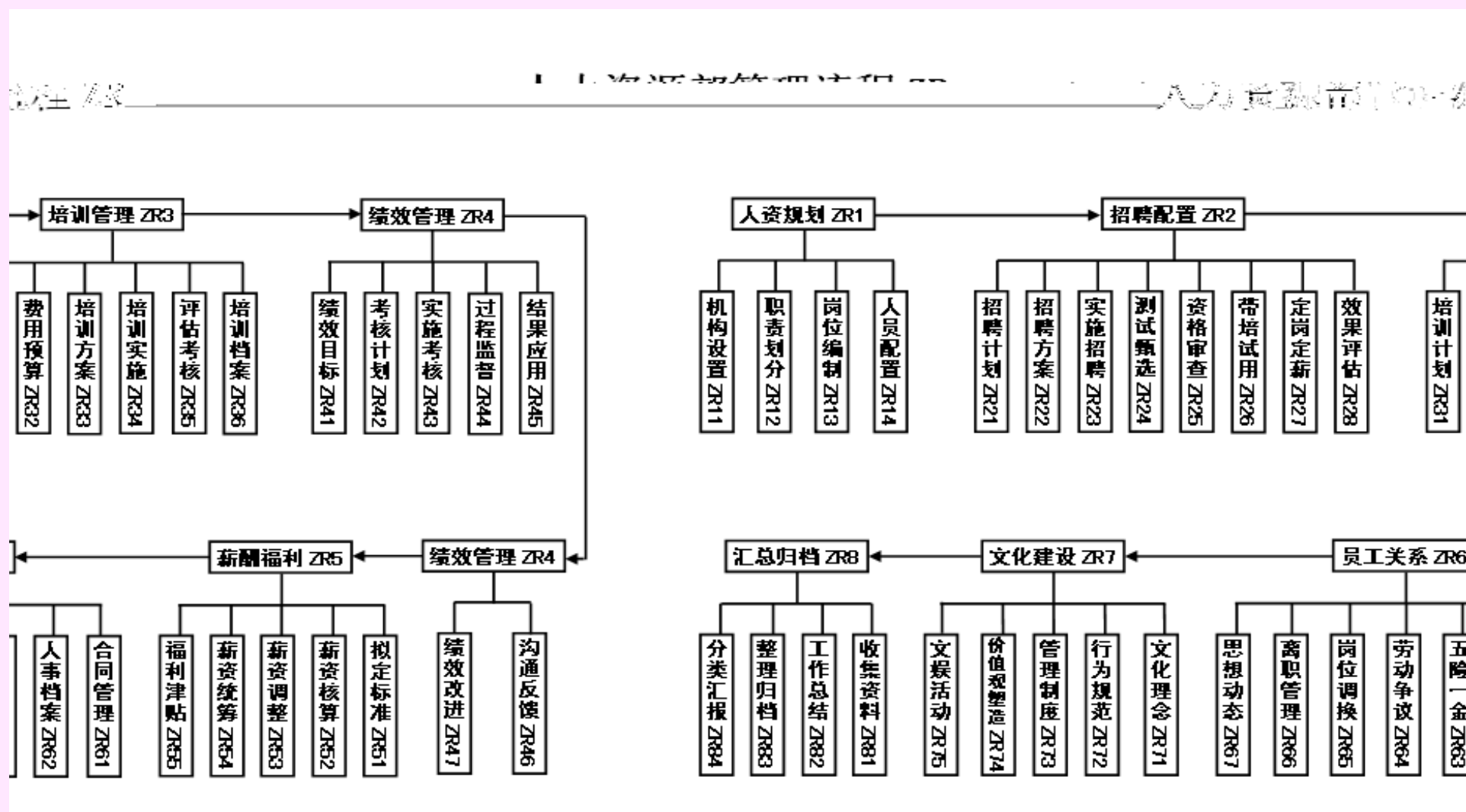
竖添制

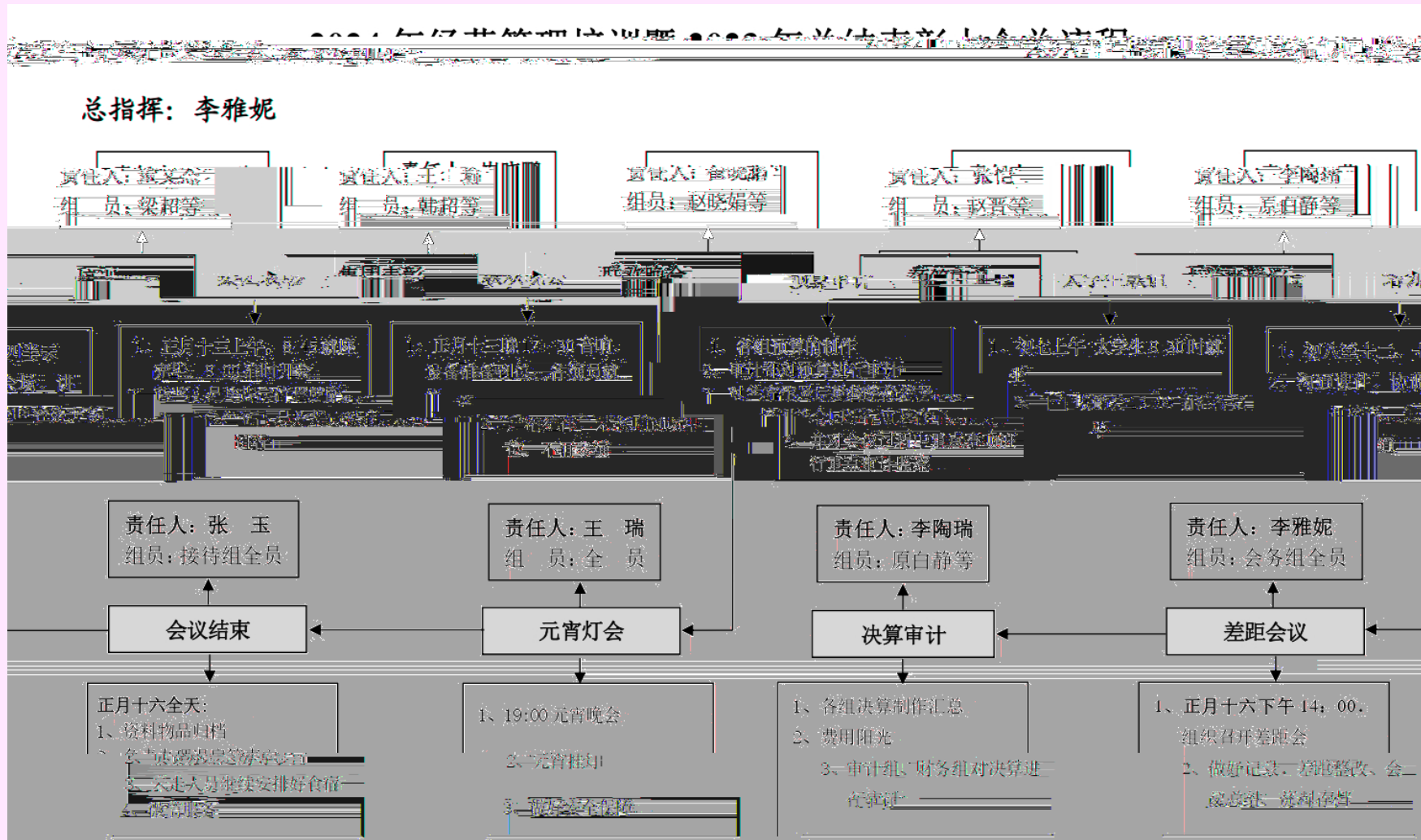
审核：

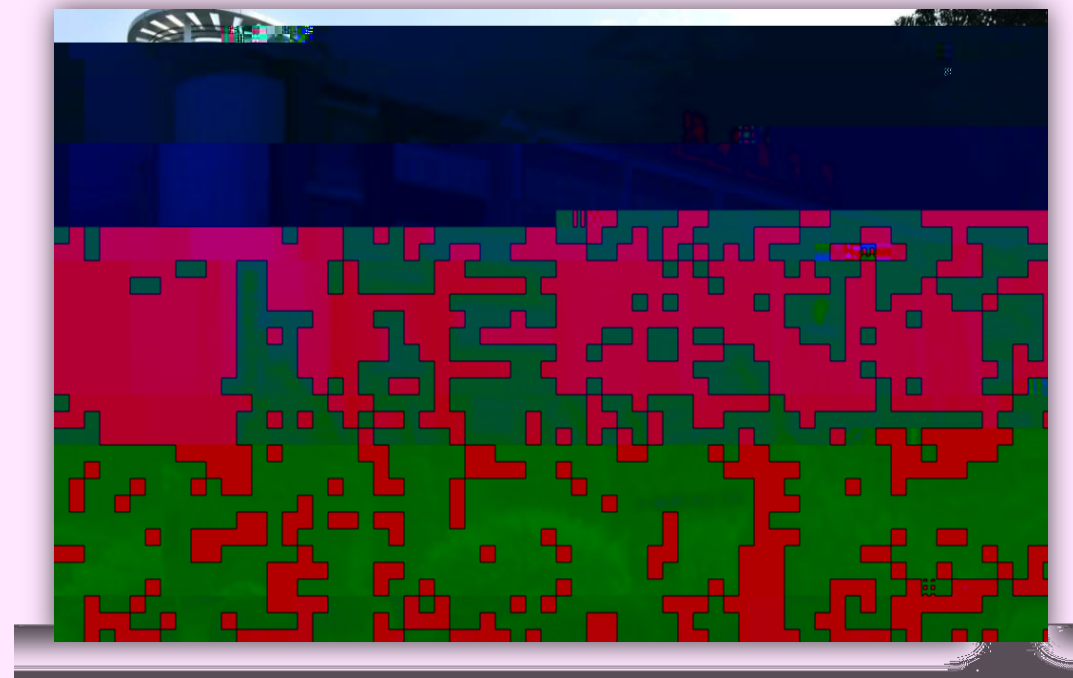
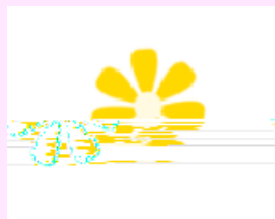
批准：

市批上报②填表说明：A.序是以当月销量大小排序 B.增幅是指在上月基础上的增长比例 C.完成率是指截止本月累计完成全年任务的
影响销售的增减原因 E.本表统计前三个月，预计后6个月销量③3号报各层领导④入数据库⑤违规罚经理200元，总监500元或根据

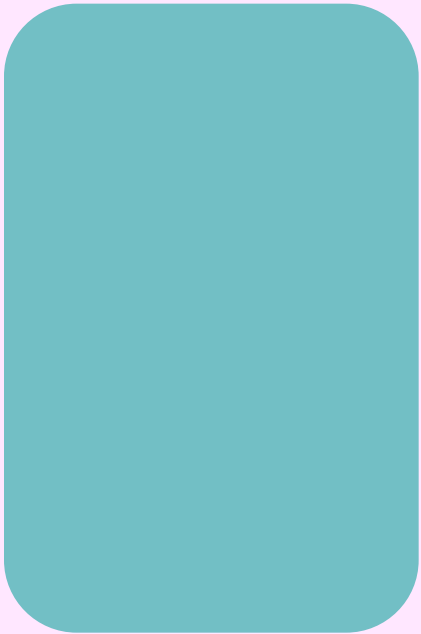
注：①经理制表，分房
百分率 D.备注填

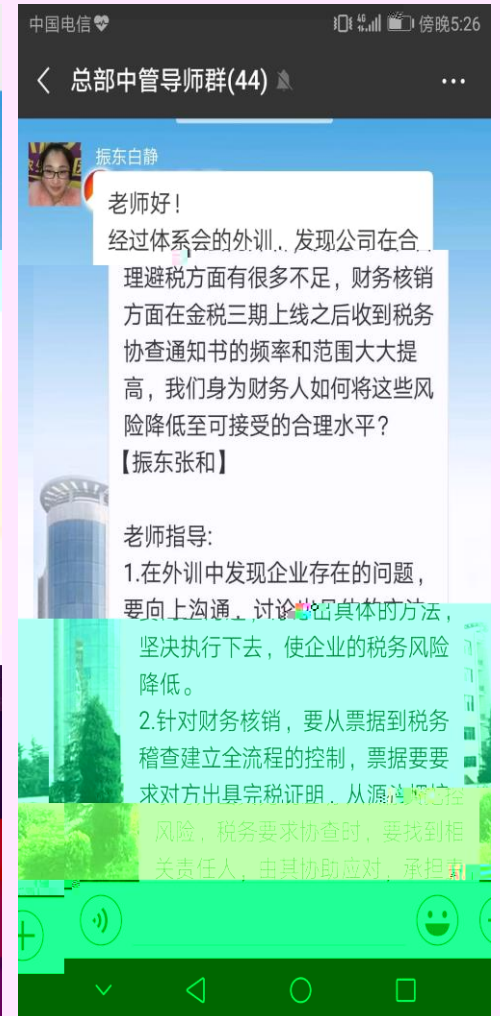
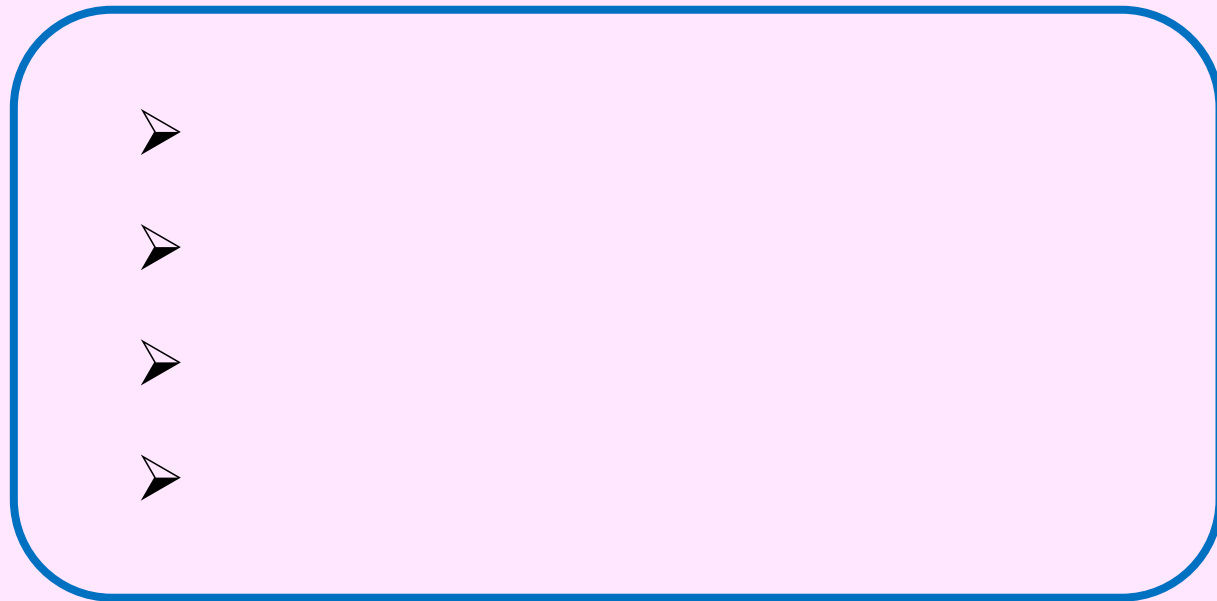


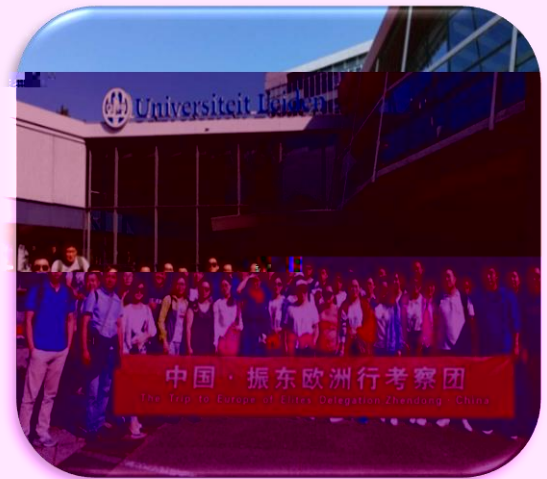














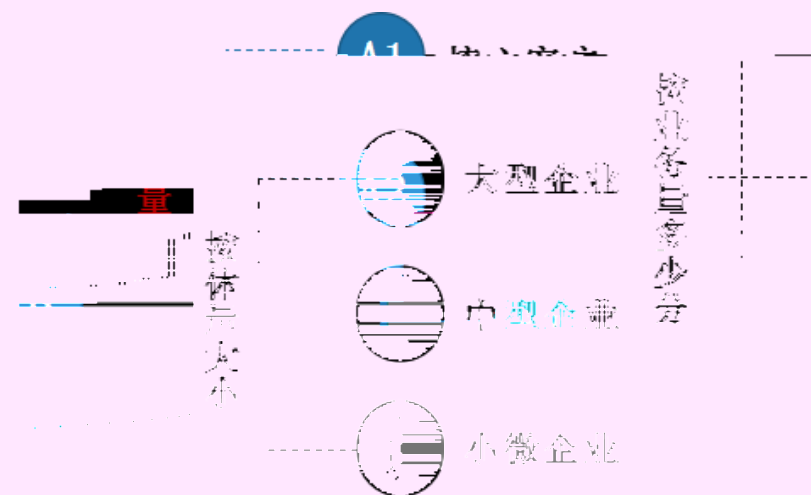
核心客户



潜力客户



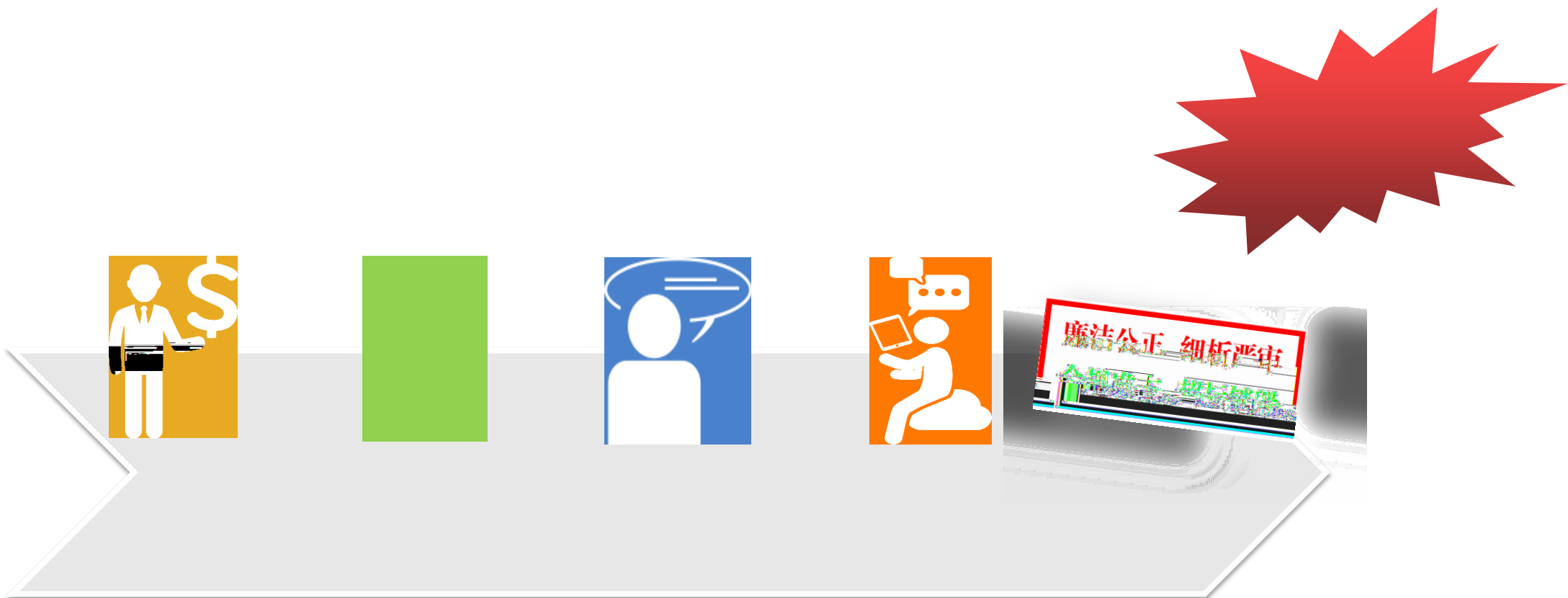
按体量分123，可灵活运用



【注】也可以按业务量分ABC，







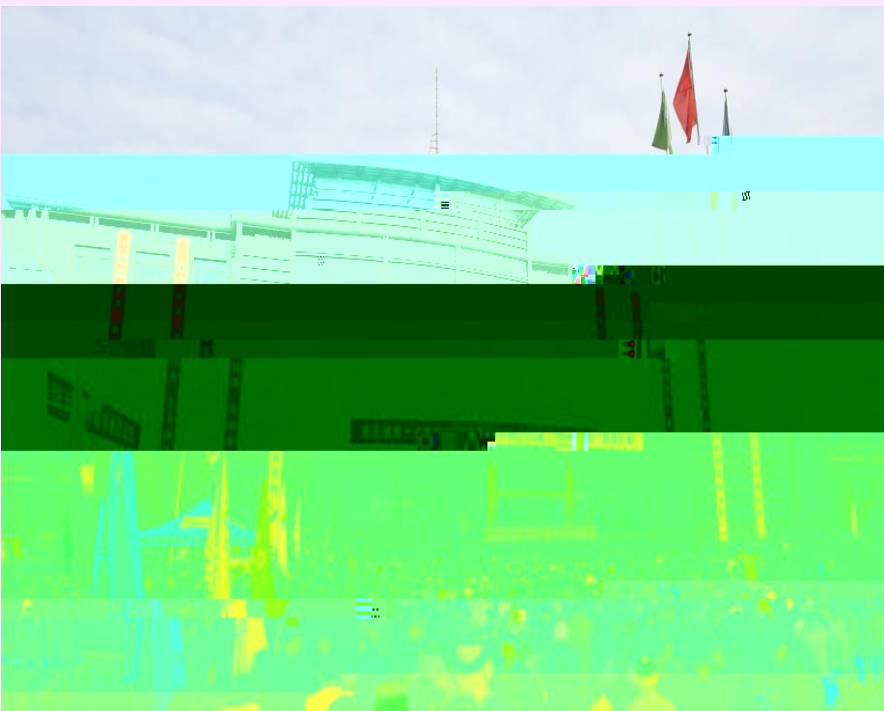






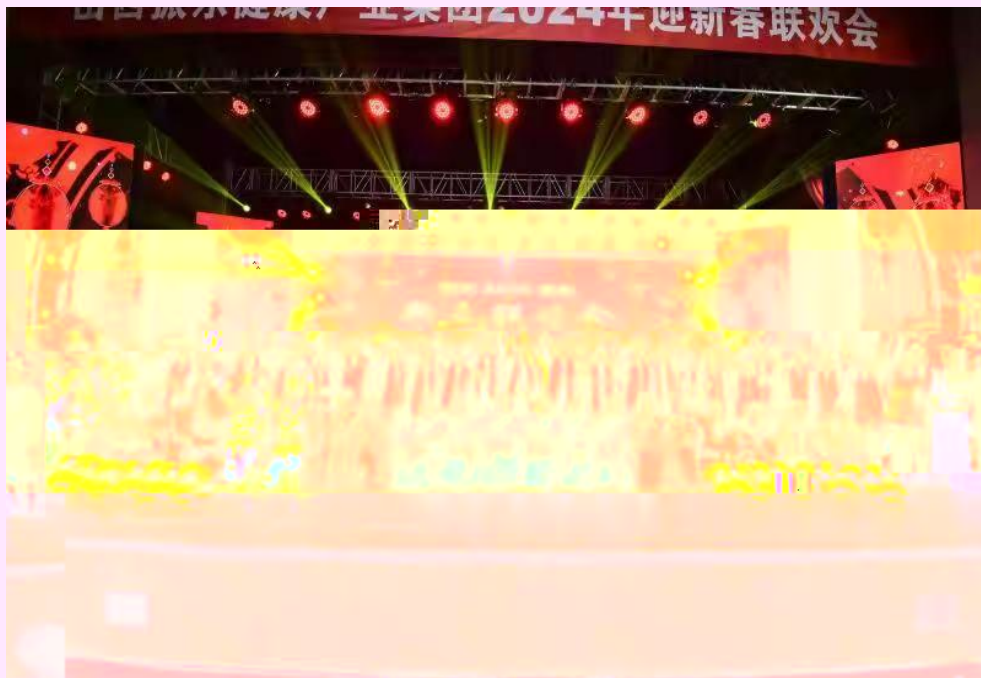










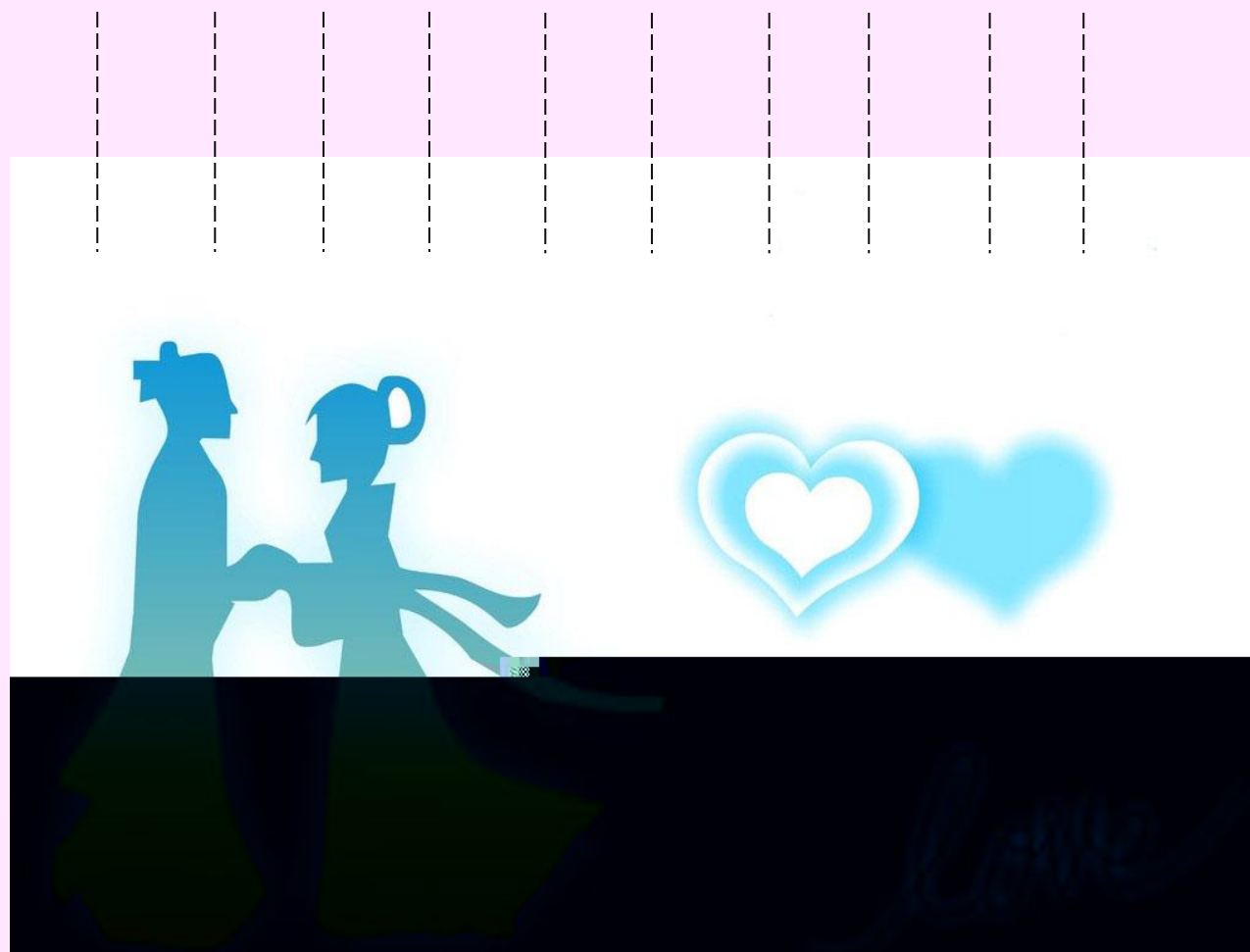


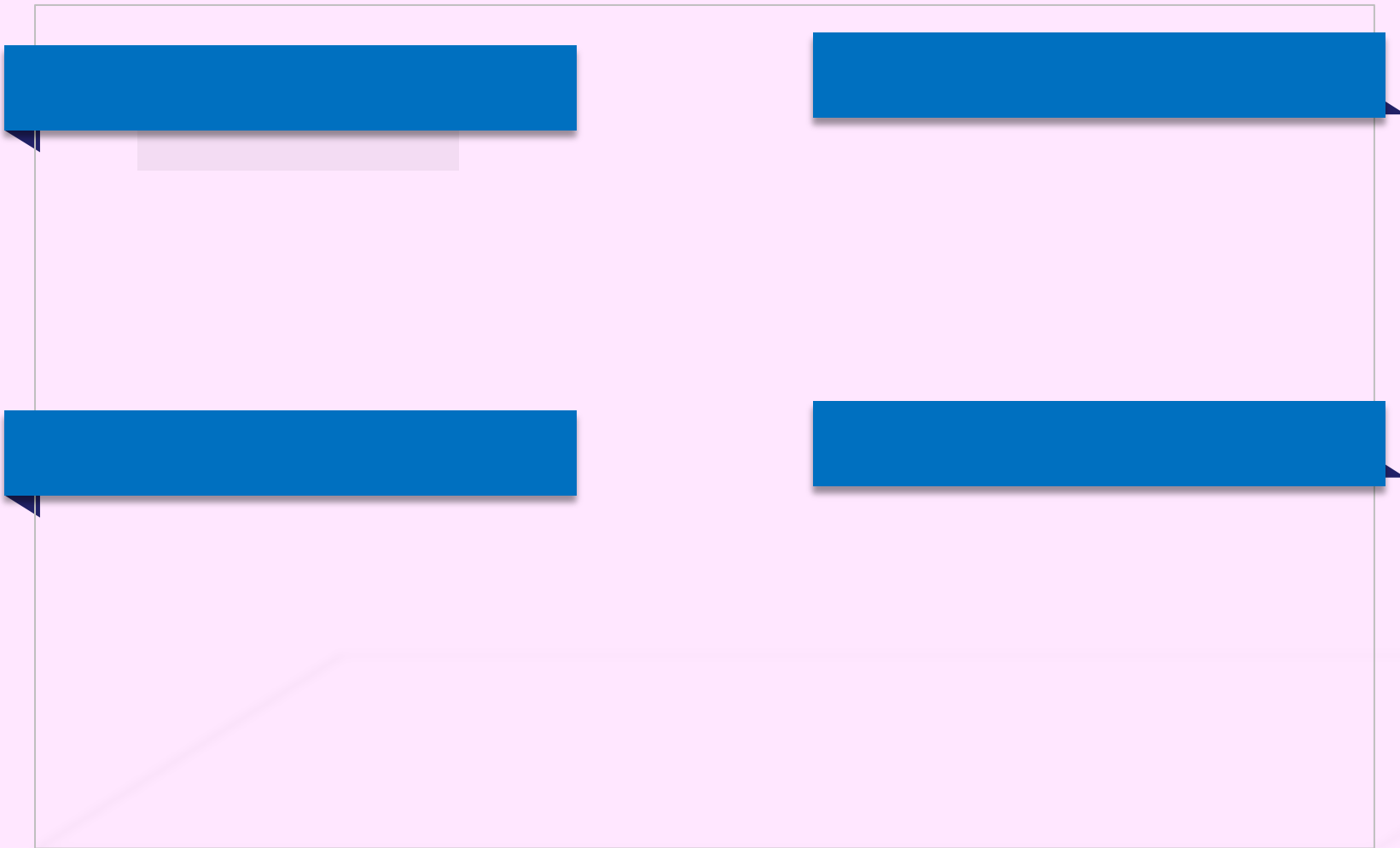


规范案例



节日祝福





制药股份20__年__月份总级民主评议审评表

填表时间：20__年__月__日

部门	被评人	出勤	民主评议汇总			结果	各级意见			终评	终评	原因	连评结果			
			A	B	C		分管领导	会议审评	原因				A	B	C	扣
制药股份总部	李XX	30	11	7	3	A		B		C		不承担		1	1	
	董XX					A			有效执行	A		任务重	1	2		
	李XX	11	7	3						B						
	赵XX	28	11	9						C		推行				
	申XX	30	11	9						A		执行				
	宁XX	26	5	10						B						
	金XX	28	10	10						B						
	王XX	26	7	10	4					B						
	张XX	28	9	12	0	B			目标网络建设好	A		执行力强				
	李XX	26	9	11	1	B	B	B		B						
	董XX	27	3	11	6	B	C	B		B						
	张XX	23	4	12	5	B	B	C	业绩不够	C		工作推进慢			1	2

人事总监：

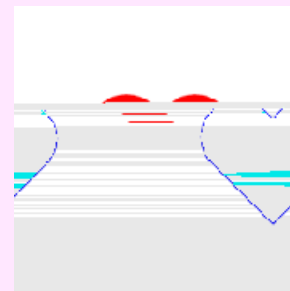
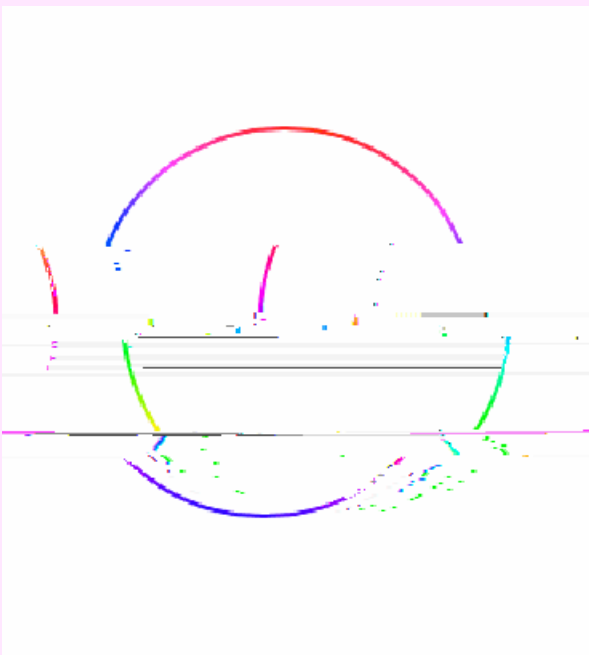
评审组长：

领导：

注：①经理填写，评审组审核

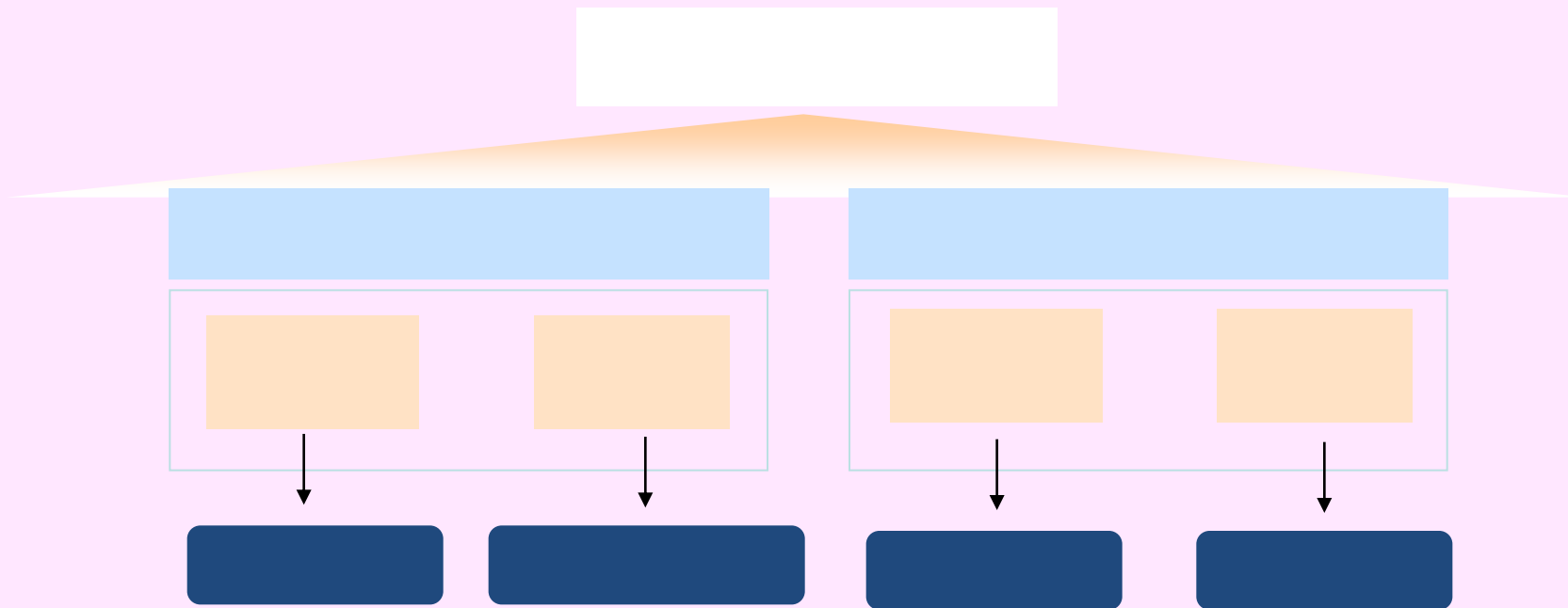
给予表扬；3A者晋档一档

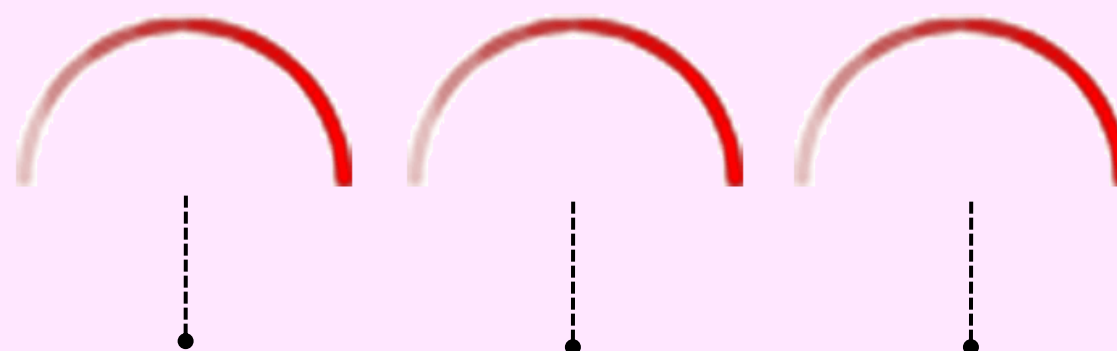


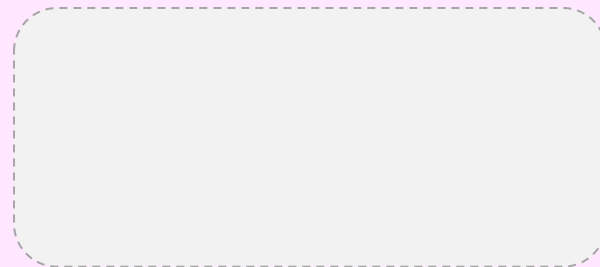
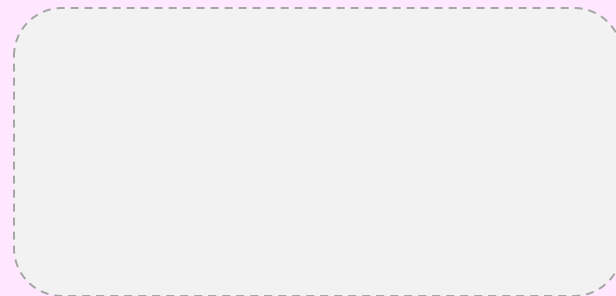


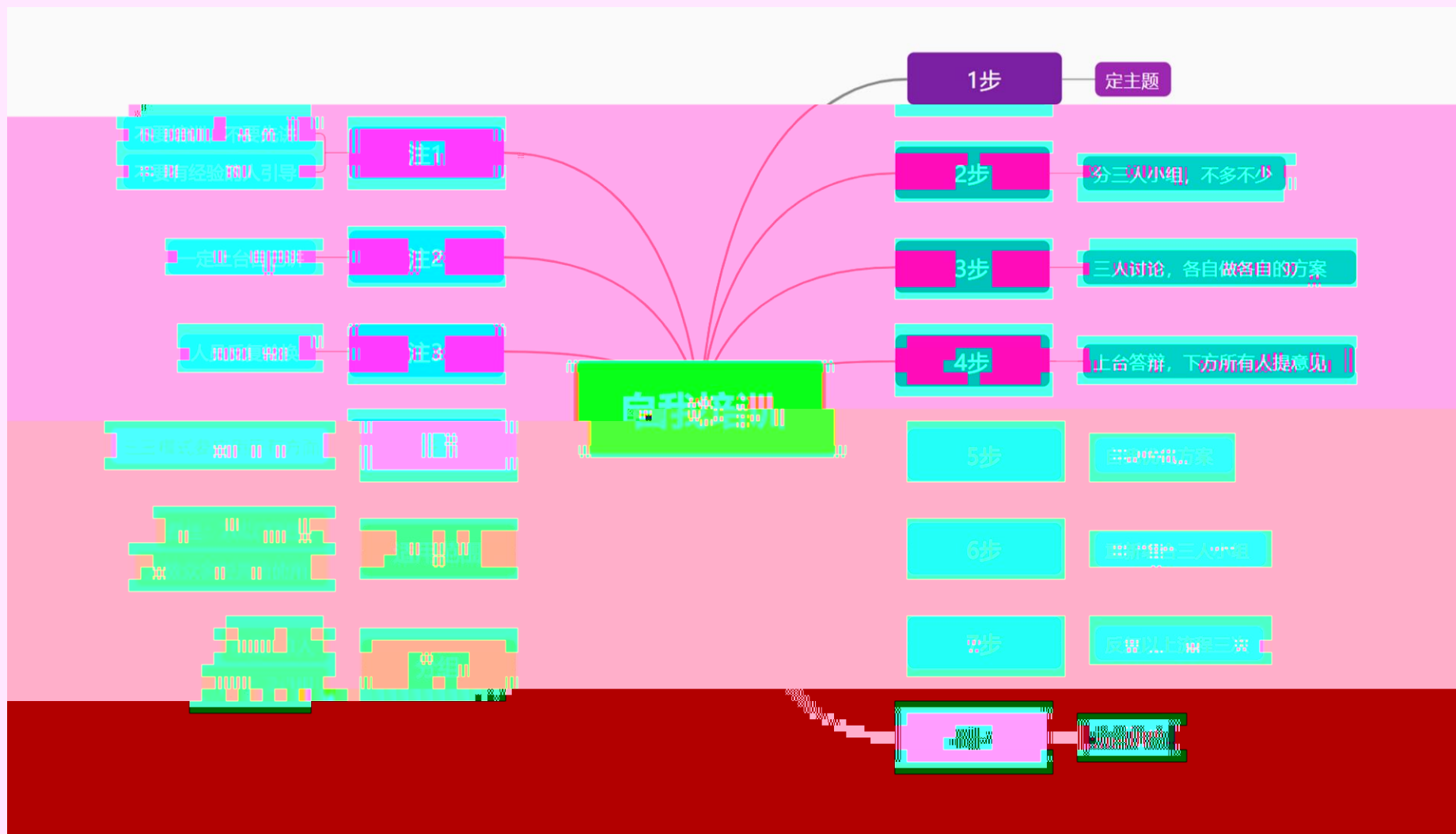


2+2



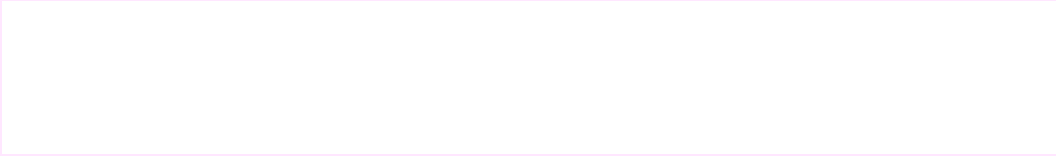
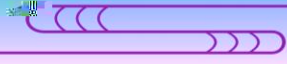
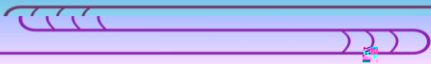






3

Part three





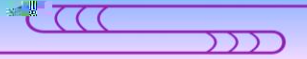
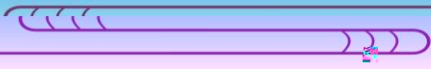




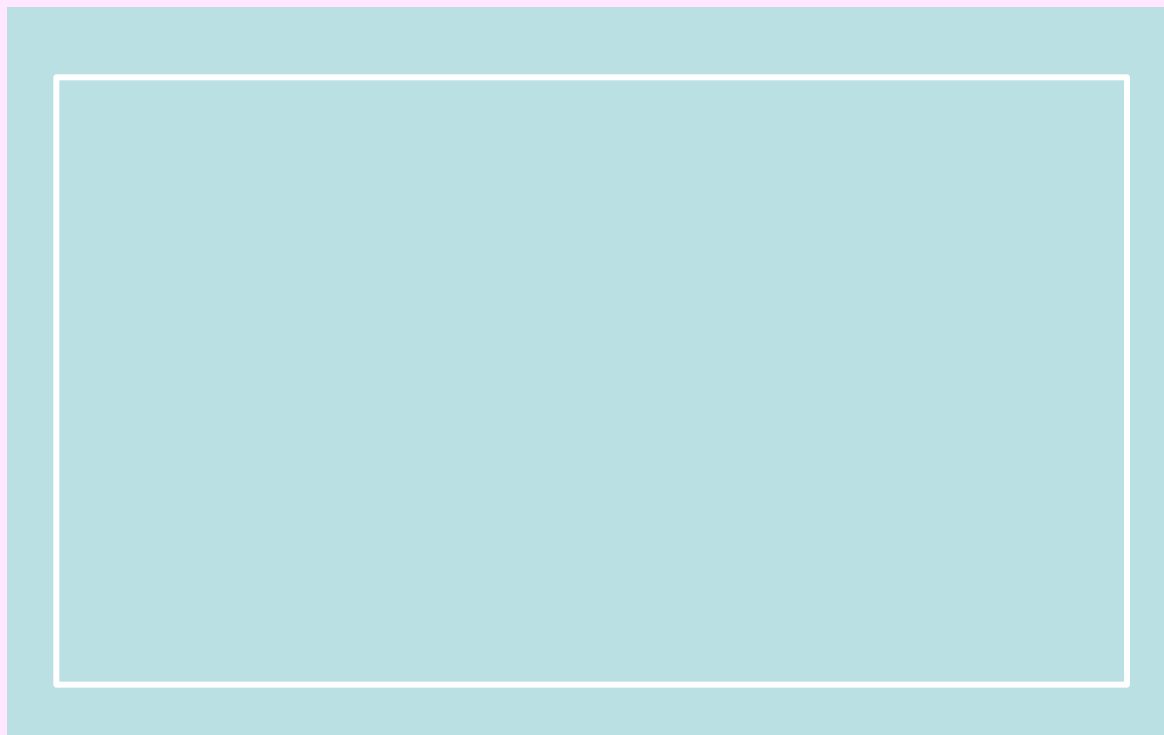












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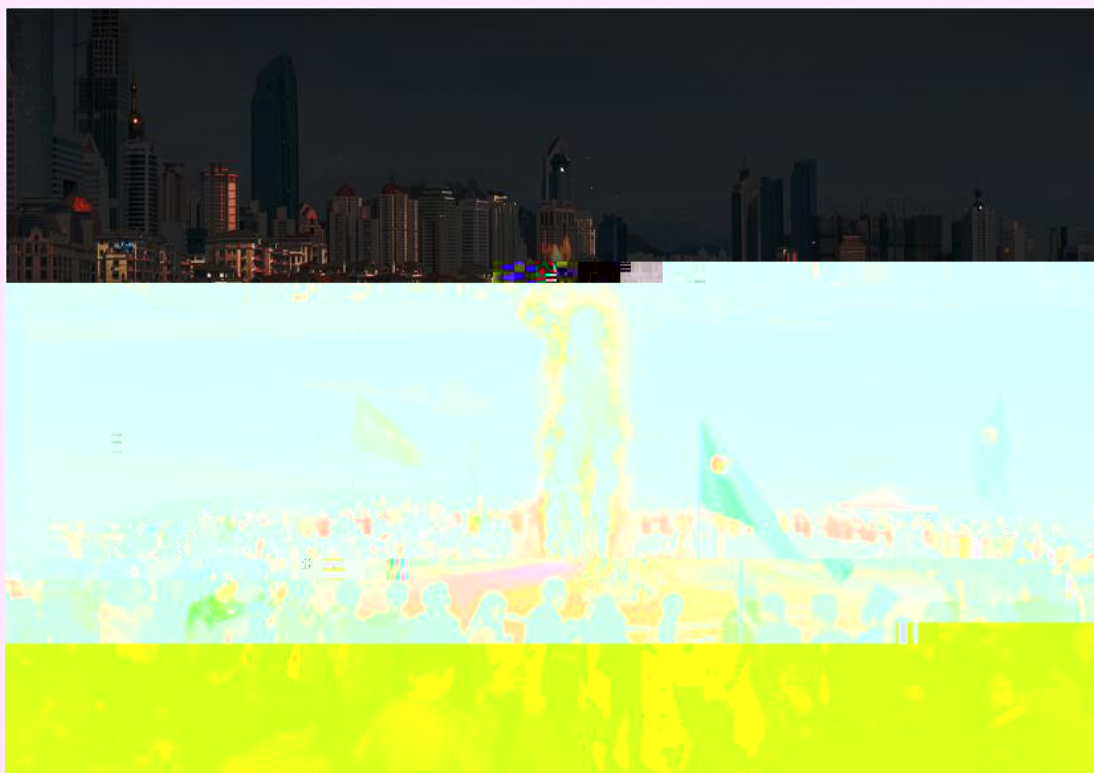
Part four

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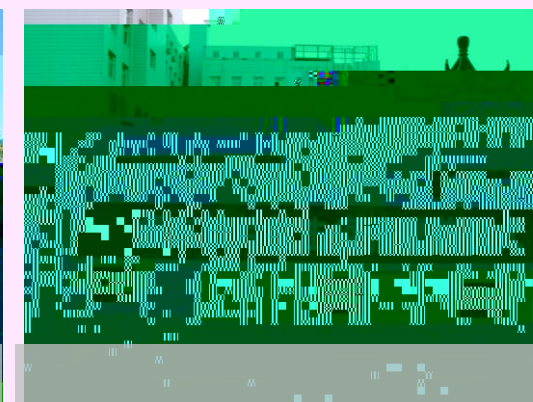




“ 221 ”



“ 221 ”



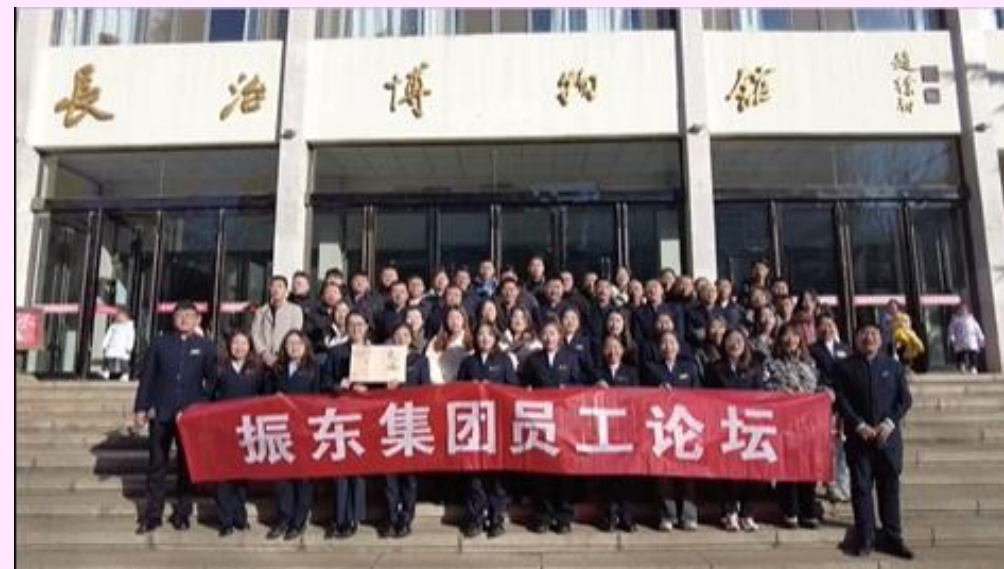


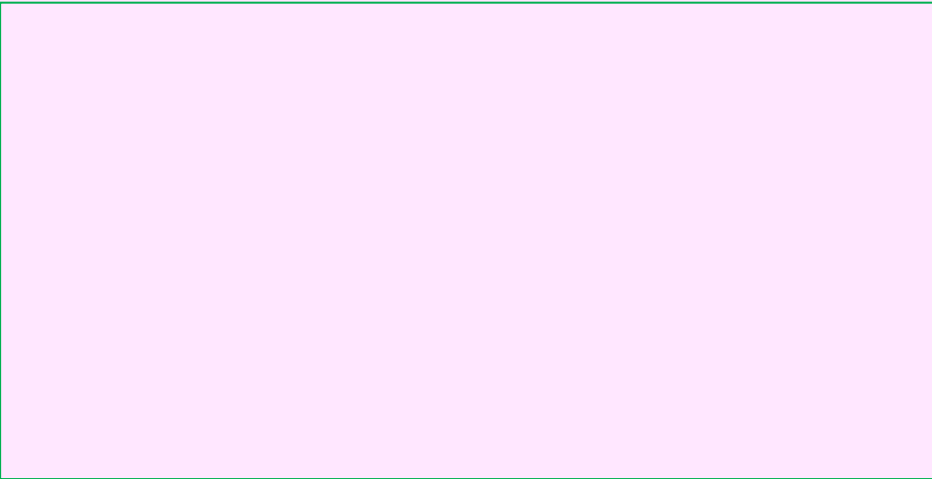




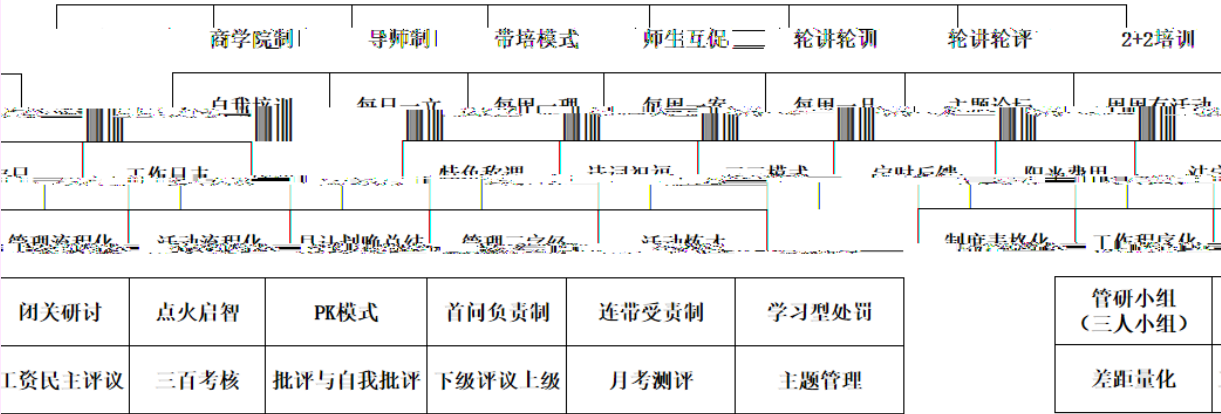


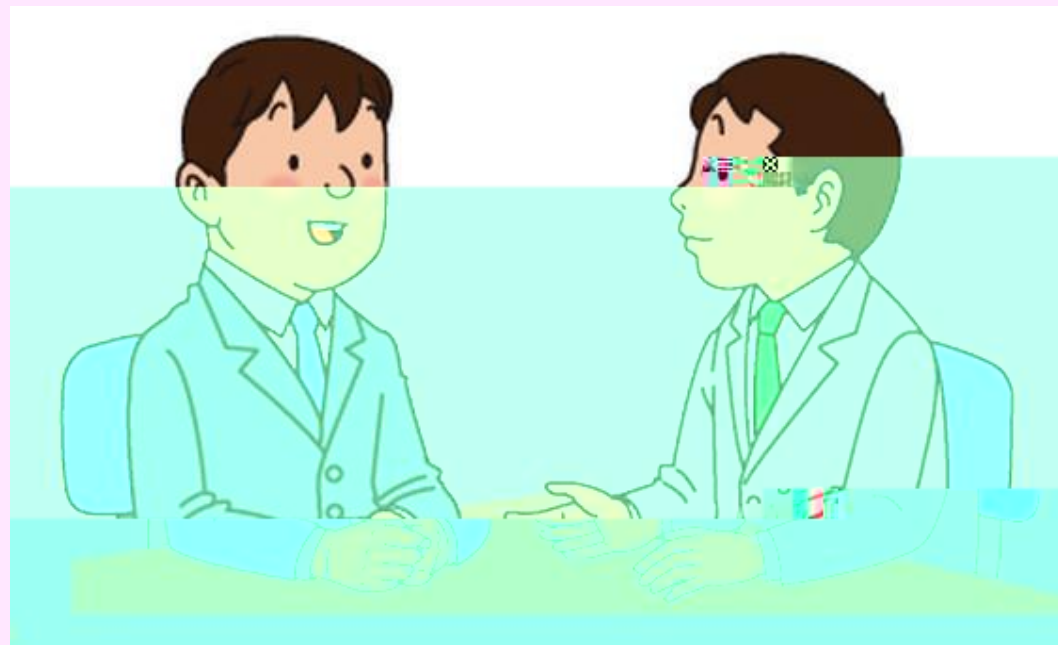




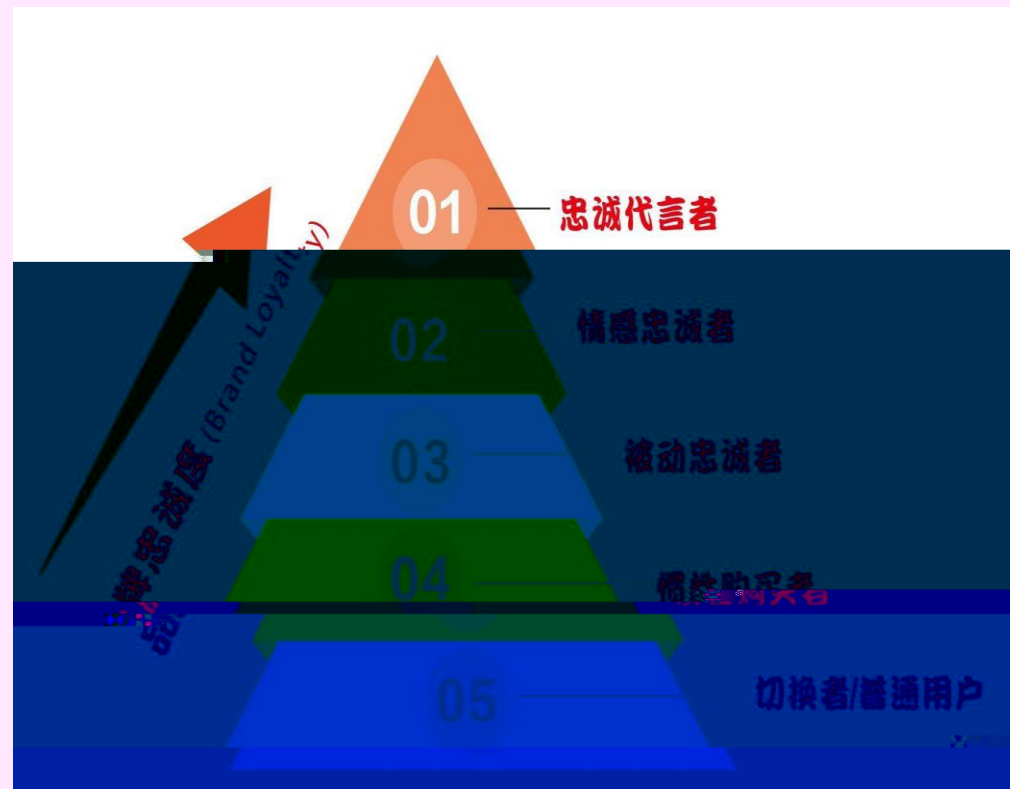


振东模式是管理工具 (91个)





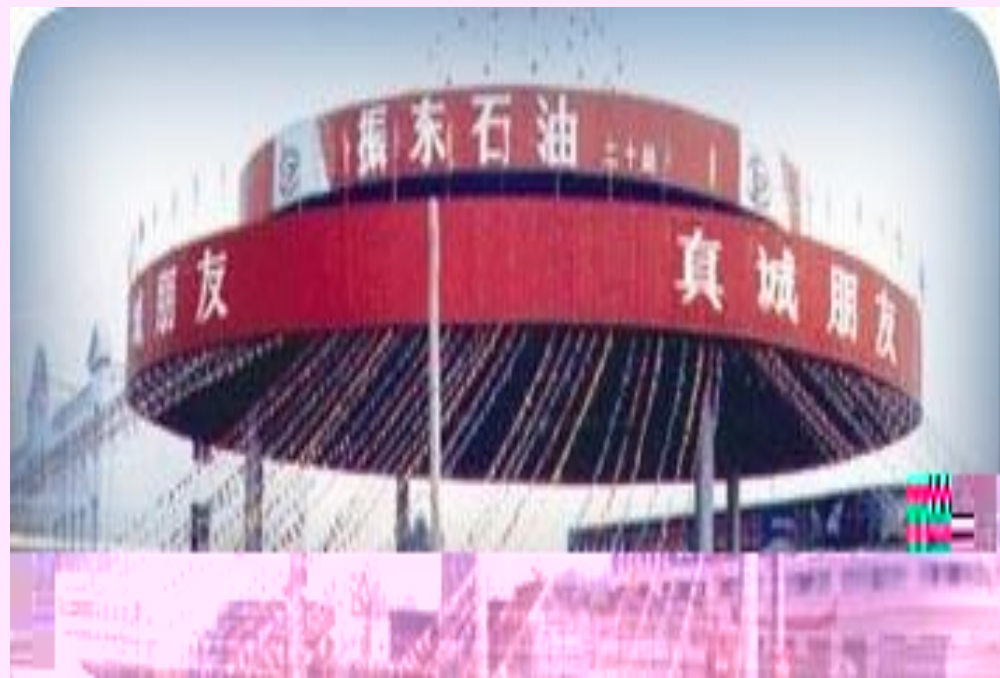






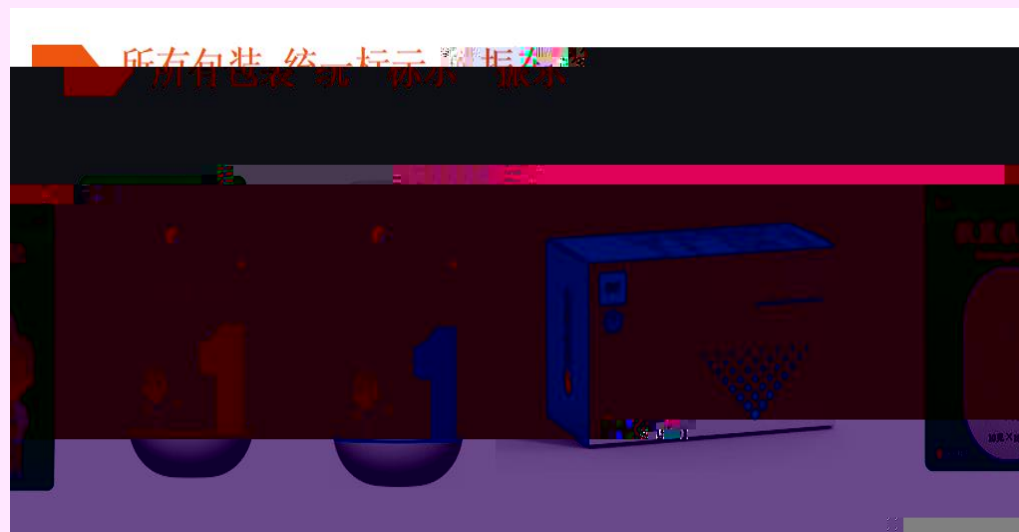


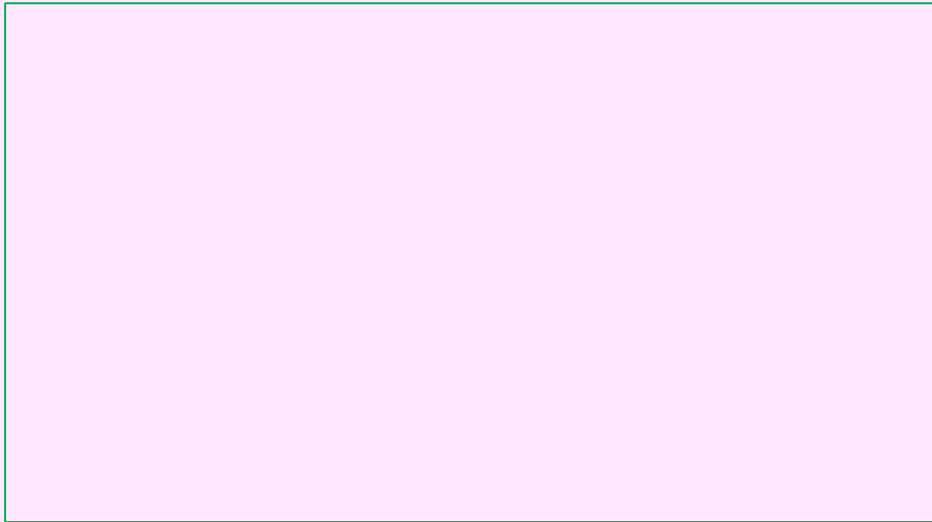


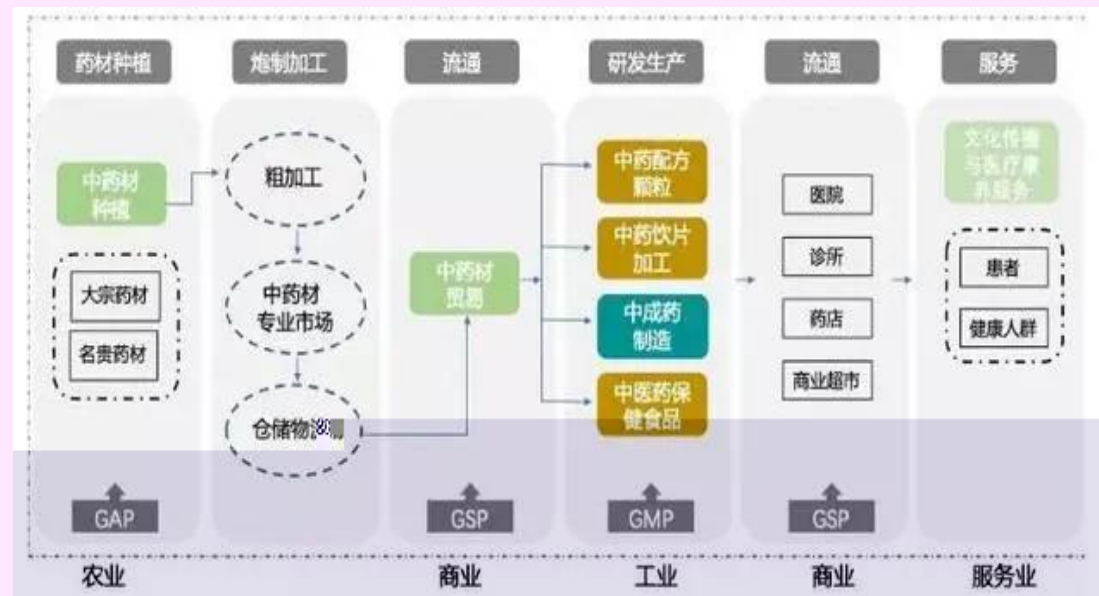








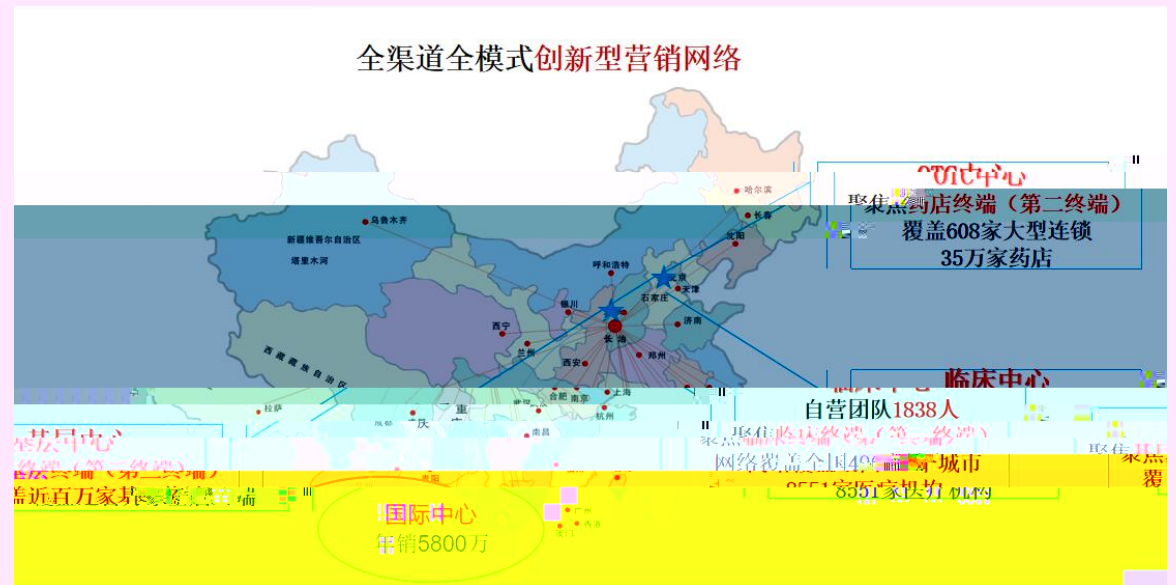








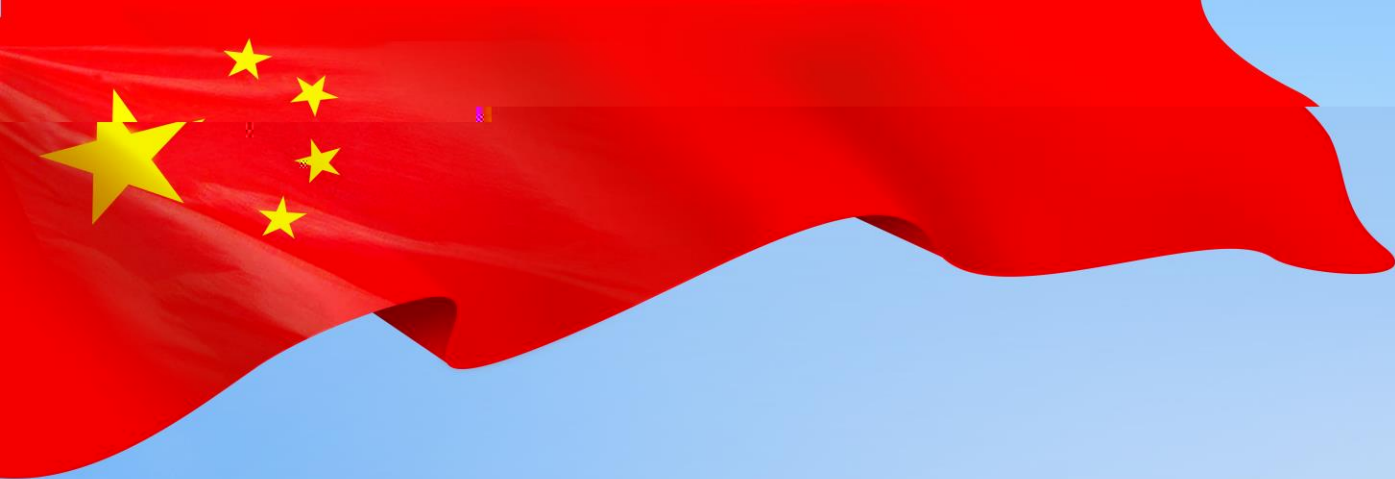






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企业家爱国 就是做好产品

为中国人设计 让中国人健康

