



Planejamento e Controle da Produção (Portuguese Edition)

Idalberto Chiavenato

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Planejamento e controle são, respectivamente, a primeira e a última etapa do processo administrativo. O planejamento determina os objetivos e como atingi-los de forma eficiente; o controle verifica e assegura o desempenho. Aliar planejamento a controle é comparar o programado e o realizado, é agregar qualidade, flexibilidade e melhor custo.

Esta obra, de Idalberto Chiavenato, aborda o planejamento e o controle da produção necessários para se atingir os objetivos pretendidos pelas organizações e empresas e proporcionar desenvolvimento.

Em linguagem fácil e acessível, sem todavia restringir o essencial, destina-se a estudantes das áreas de planejamento da produção e de administração de empresas.

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