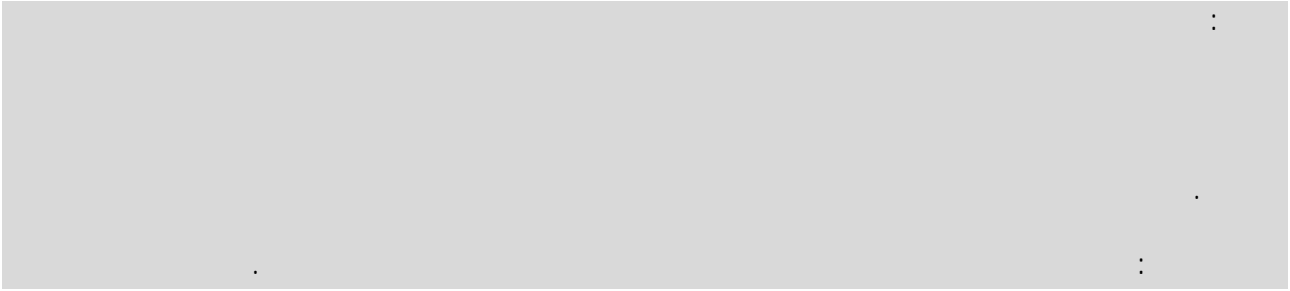


- /



:  
(1)

( )

:

: **-1**

:

		:	-
(IMF)	(WTO)		(I.B)
.	.	:	-
		:	-
1994			
%49			
(2)	22 - 95		
	04 - 01		2001
.			
		:	<b>-2</b>
:	(WTO )	:	-
		(UNCTAD )	
			(3)
(AMU )	(EU)	:	-
	(NAFTA )	( )	
		:	<b>-3</b>
(Cartel )			
	(Comsortiums )		(Trusts)
(Exxon mobil)			.

Ford

(4)

120  
148.06

BP

210.39

2000  
180.59

:

**-4**

:

:

-

:

-

(NTIC)

:

-

(Flexible Manufacturing systems)  
(Reingeneering )

(Benchmarking)

:

:

:

**-1**

(5)

"

1960

(6)"

Dubois Koter

"

(7)"

:  
-  
-  
-  
-  
-

( )

:

-2

:

:

-

Ford

(8)

:

1950

1925

-

1929

:

-

:

-

"Strategos "

" I.Ansoff

:

-

Chandler

(9)"

"

"

(10)

" (Thompson)

(Proctor, 1996 )

(11)"

Marketing Management

(12)

:

:

-

-

-

-

-

-

:

:

-

Proter

(13)



33.	1999	21		(9
			115.	(10
			115.	(11
			116.	(12
13)	M. Porter, <b>L'avantage concurrentielle</b> , Dunond, Paris, 1999.			(14
		.33	2004	