



با سلام خدمت همراهان سایت رتبه برترها

نوشتار پیش رو جزوه و تست زبان تخصصی مدیریت میباشد . در کنکور ارشد مجموعه مدیریت نیمی از سوالات را بخش زبان تخصصی تشکیل میدهد در قالب سه متن پنج سواله . همچنین در کنکور ارشد مدیریت کسب و کار و دکتری مدیریت بخش اعظمی از سوالات را زبان تخصصی در قالب متون (ریڈینگ) تشکیل میدهند

زبان تخصصی بر خلاف زبان عمومی دایره ی واژگان محدودی دارد و سوالات در قالب متن طرح میشوند . در یک متن شما لازم نیست معنی تمام کلمات را بدانید . فقط کافی هست شما مفهوم جمله و متن رو درک کنید تا بتوانید به سوالات پاسخ بدهید . شما بیش از هرچیزی باید با ساختار متون کنکوری و نحوه ی سوالات ان آشنا بشنوید تا بتوانید به انها پاسخ بدهید

نوشتار پیش رو شامل 20 متن از متون روز مدیریت دنیا میباشد که برای شما جمع اوری شده است . در مجموع 100 تست از این متون طرح شده است

در پایان جزوه معنی لغات داخل متن آورده شده است (700 کلمه) . بسیاری از واژگان مربوط به زبان عمومی میباشد که در این دست از متن ها بیشتر مورد استفاده

قرار میگیرد و به دلیل اینکه بسیاری از داوطلبان دارای پایه ی نچندان قوی در این درس هستند معانی آنها آورده شده است . همچنین 6 زنگ تفریح برای رفع خستگی داخل این نوشتار برای شما تدارک دیده شده است که مربوط به تجارب رتبه های برتر میباشد . همچنین 700 لغت پر تکرار زبان تخصصی مدیریت کنکور برای شما گردآوری شده است .

پیشنهاد میشود در ابتدا سعی کنید خودتان متن را بخوانید و معنی آن را متوجه بشوید . در صورت لزوم به صفحات آخر جزوه مراجعه کرده و معانی لغاتی که نمیدانید ببینید

همچنین لازم است تشکر کنیم از تمام دوستان رتبه برتر خودمون که ما را در جمع اوری این جزوه و تست یاری نمودند

نویسندگان اصلی :

- سعید علی بخشی رتبه 37 ارشد مدیریت اجرایی 94
- سامان ساوه درودی رتبه 44 ارشد مدیریت اجرایی 94
- سحر ستوده نژاد رتبه 47 ارشد مدیریت اجرایی 94
- با همراهی روزبه قوی پنجه رتبه 51 ارشد مدیریت اجرایی 94 و سینا بهرامی رتبه 60 ارشد مدیریت اجرایی 94 مدرس زبان (با درصد 95 - اولین درصد کنکور)

فهرست

(1) Create your marketing strategy	5
(2) Four Tips for Practicing Public Relations in the Middle East and North Africa	8
(3) Issues management defined	10
.....	زنگ تعریف اول :
12	مخاطب
(4) Leadership and customer loyalty	14
(5) Leadership, innovation and the future	16
(6) Training is a profit center, not an expense	18
(7) Three steps to better innovation	20
.....	زنگ تعریف دوم :
22	نوعیه های سبک بهرام
(8) Manager-Leader Role and Organizational Behavior	24
(9) what is strategic planning	27
(10) Strategic management	29
.....	زنگ تعریف سوم :
31	فایده های شوی
(11) The emotional impact of customer service	33
(12) Balanced Scorecard Basics	36

(13) Women need to take the risky roles	39
(14) Innovation and Social Unity	42
.....	
44	زندگ تفریح چهارم :
.....	شوس، شوس کور ادعاى عاقلانه من
(15) What Are the Steps in Strategic Planning & Management ?	46
(16) Cultivating a creative workforce	48
.....	زندگ تفریح پنجم :
50	توصیه های سازمان سوده (پروژه)
(17) Is communication the problem, or teamwork ?	52
(18) Hire for how they learn, not what they know	55
(19) Leadership, morale and employee turnover	57
(20) Confidence the key to successful negotiations	60
.....	زندگ آخر :
62	
64	پاسخنامه
65	معنی کلمات



1 : Create your marketing strategy

Developing a marketing strategy is vital for any business. Without one, your efforts to attract customers are likely to be haphazard and inefficient.

The focus of your strategy should be making sure that your products and services meet customer needs and developing long-term and profitable relationships with those customers. To achieve this, you will need to create a flexible strategy that can respond to changes in customer perceptions and demand. It may also help you identify whole new markets that you can successfully target.

The purpose of your marketing strategy should be to identify and then communicate the benefits of your business offering to your target market.

Once you have created and implemented your strategy, monitor its effectiveness and make any adjustments required to maintain its success.

This guide helps you identify which customers to focus on and your key objectives in reaching them. It explains what to include in your marketing strategy and how it can be used as the basis for effective action

- Key elements of a successful marketing strategy
- Understanding your strengths and weaknesses
- Developing your marketing strategy
- Tips and pitfalls

KEY ELEMENTS OF A SUCCESSFUL MARKETING STRATEGY

One of the key elements of a successful marketing strategy is the acknowledgement that your existing and potential customers will fall into particular groups or segments, characterised by their "needs". Identifying these groups and their needs through market research, and then addressing them more successfully than your competitors, should be the focus of your strategy.

You can then create a marketing strategy that makes the most of your strengths and matches them to the needs of the customers you want to target. For example, if a particular group of customers is looking for quality first and foremost, then any marketing activity aimed at them should draw attention to the high quality service you can provide.

Once this has been completed, decide on the best marketing activity that will ensure your target market know about the products or services you offer, and why they meet their needs.

This could be achieved through various forms of advertising, exhibitions, public relations initiatives, Internet activity and by creating an effective "point of sale" strategy if you rely on others to actually sell your products. Limit your activities to those methods you think will work best, avoiding spreading your budget too thinly.

A key element often overlooked is that of monitoring and evaluating how effective your strategy has been. This control element not only helps you see how the strategy is performing in practice, it can also help inform your future marketing strategy. A simple device is to ask each new customer how they heard about your business.

Once you have decided on your marketing strategy, draw up a marketing plan to set out how you plan to execute and evaluate the success of that strategy. The plan should be constantly reviewed so it can respond quickly to changes in customer needs and attitudes in your industry, and in the broader economic climate.

1- How is the Developing a marketing strategy?

- A- It is serious.
- B- It is important
- C- It is essential
- D- It is'nt obligatory.

2- What is acknowledgement related ?

- A- Tips and pitfalls
- B- Developing your marketing strategy
- C- Verifying your strengths and weaknesses
- D- Important elements of a successful marketing strategy

3- Which item can help to inform your future marketing strategy?

- A- Important elements
- B- Understanding your strengths and weaknesses
- C- Developing your marketing strategy
- D- Tips and pitfalls

4- How should The plan be?

- A- it can respond slowly to changes in customer needs.
- B- it can respond quickly to changes in the broader economic climate.
- C- it could be achieved through various forms of advertising.
- D- it can monitor and evaluat how effective your strategy.

5- Why do we need a flexible strategy?

- A- For drawing up a marketing plan to set out how to execute.
- B- For monitoring and evaluating how effective your strategy
- C- for drawing attention to the high quality service
- D- For responding to changes in customer perceptions and demand

D- Organisations should focus their efforts on new users

4- Which item is important for first-time participants?

- A- Catalyse
- B- Offer reactive attention
- C- Offer proactive attention
- D- Nothing

5- What is three key factors affect?

- A- Enjoying the benefits of open innovation
- B- waiting for suggestions
- C- to affect the degree to which employees engage
- D- Having participatory innovation



توصیه های سیدنا بهرامی

رتبه 60 ارشد مدیریت اجرایی 94 با درصد زبان 95 (اولین درصد کنکور) -
مدرس زبان و فارغ التحصیل رشته مترجم زبان از دانشگاه علامه طباطبائی



18 : Hire for how they learn, not what they know

Microsoft is famous in the hiring world for using brainteasers to identify creative problem solvers as part of its interview process: How would you move Mount Fuji? How would you weigh a jet plane without scales? Which way should the key turn to unlock a car door? How do they make M&Ms? Why are manhole covers round rather than square?

Many other companies have started using similar puzzles. Some combine brainteasers with stress tests. One Wall Street investment bank became notorious for brandishing an air pistol and inviting the candidate to play a game of Russian roulette. The idea behind all of the questions is to see how you deal with difficult situations and impossible questions.

Unfortunately, hiring brainteaser champions is not a guarantee that the person is creative or that they will help the company innovate. All it really proves is that the person knows how to deal with a brainteaser in a way that you find acceptable.

Tests – of all kinds - are popular for many reasons. Every company has to make hiring decisions. Popular companies deal with tens of thousands of applications each year. Various, mysterious, pseudo-scientific methods reduce that number before inviting candidates for interview. IQ tests don't measure creativity although there is correlation

متن 18	D	B	B	C	A
متن 19	D	B	B	B	C
متن 20	D	C	A	C	B

معنی کلمات

1 : Create your marketing strategy

Developing	توسعه دادن	Vital	حیاتی
Effort	تلاش	attract customers	جذب کردن مشتری ها
Haphazard and inefficient	اتفاقی (تصادفی) و نا کارآمد	Meet customer needs	برطرف کردن نیاز های مشتری
Profitable	سودآور	Achieve	رسیدن . دست یافتن
Perceptions	ادراک	Demand	تقاضا . درخواست
Identify whole new markets	شناسایی بازار های جدید	Target	هدف
Benefits	مزایا	Target market	بازار هدف
Monitor its effectiveness	نظارت کردن بر اثر بخشی	Adjustments required	تنظیمات (اصلاحات) مورد نیاز
Key objectives	اهداف کلیدی	Key elements	اجزای کلیدی
Acknowledgement	قبول کردن . تصدیق کردن	Existing and potential customers	مشتریان بالفعل (موجود) و بالقوه
Particular groups or segments	گروه ها و یا بخش های خاص	Competitors	رقبا
Your strengths and matches them to the needs of the customers	تطابق نقاط قوت شما با نیاز های مشتری	Foremost	در درجه نخست
Various forms	اشکال گوناگون	Advertising	تبلیغات
Exhibitions	نمایشگاه ها	Public relations initiatives	طرح های روابط عمومی

برای دانلود نسخه ی کامل این جزوه و تست به
سایت رتبه برترها مراجعه کنید



www.rotbeh-bartarha.ir