

Enerji Sektöründe Strateji

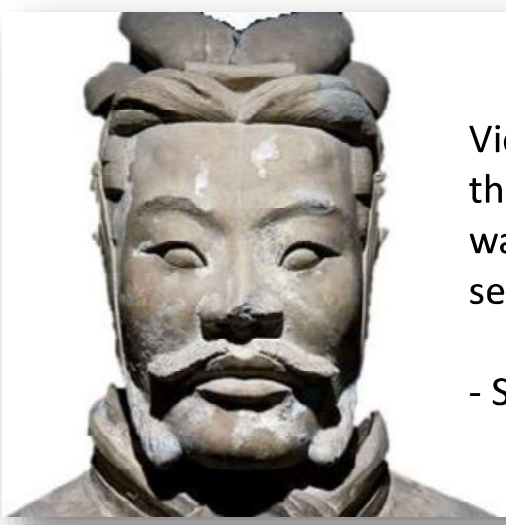
Kıvanç ZAİMLER

Sabancı Holding Enerji Grup Başkanı

DEK-TMK Yönetim Kurulu Başkan Yardımcısı

M.Ö 500

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Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win

- Sun Tzu

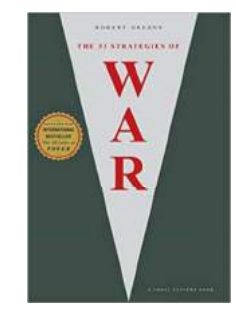


Grand strategy is the art of looking beyond the present battle and calculating ahead. Focus on your ultimate goal and plot to reach it."

- Robert Green



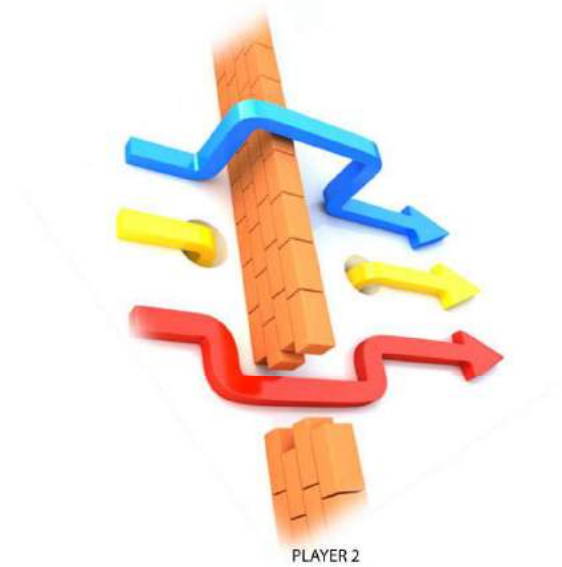
- Art of War



Mikro ve Makro Çevre

Amaç, Misyon, Vizyon

Strateji

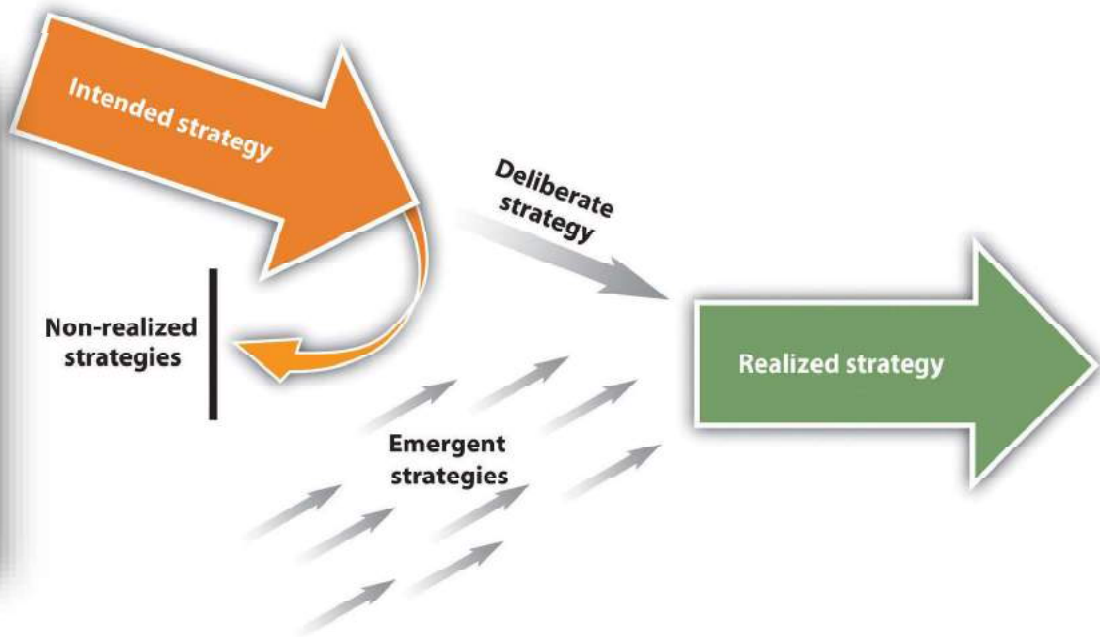


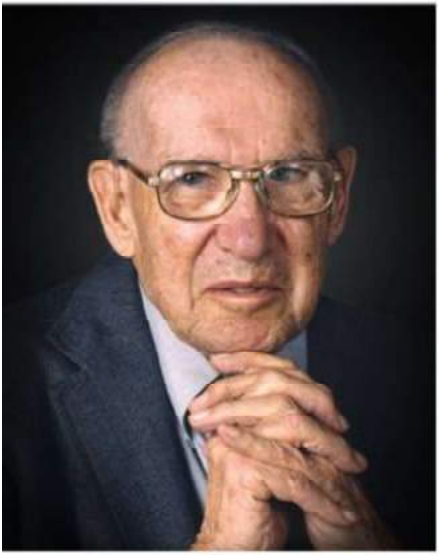
		PLAYER 2	
		Strategy A	Strategy B
PLAYER 1	Strategy A	P_{1A}, P_{2A}	P_{1A}, P_{2B}
	Strategy B	P_{1B}, P_{2A}	P_{1B}, P_{2B}



When the world is predictable you need smart people.
When the world is unpredictable you need adaptable people.

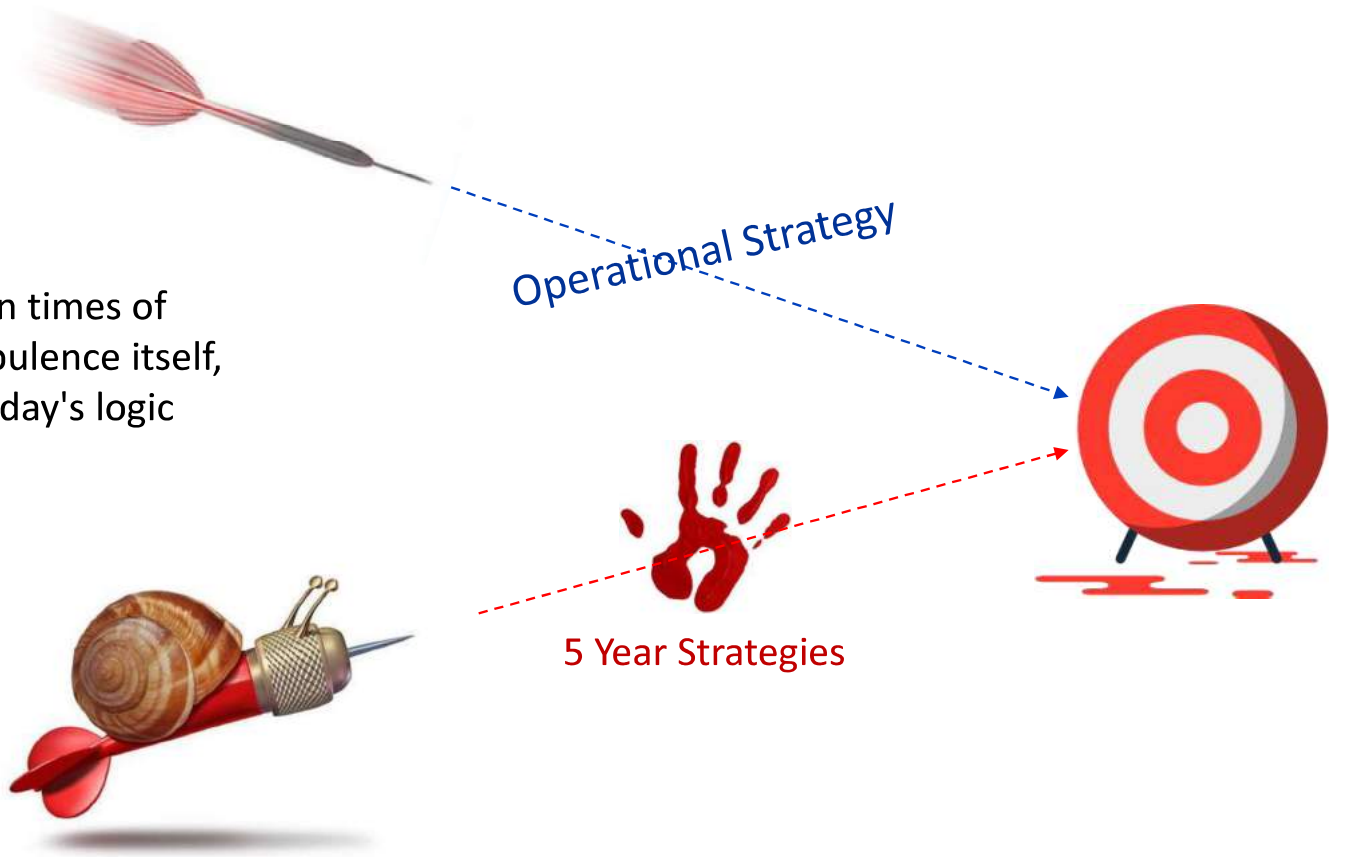
- Henry Mintzberg





The greatest danger in times of turbulence is not turbulence itself, but to act with yesterday's logic

- Peter Drucker



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Strateji









