

# استراتژی برای پروژه

## دکتر سیامک حاجی یخچالی

عضو هیئت علمی دانشکده فنی دانشگاه تهران



[www.DrHajiYakhchali.com](http://www.DrHajiYakhchali.com)



People often overestimate what will  
happen in the next two years and  
underestimate what will happen in  
ten.

— *Bill Gates* —

AZ QUOTES





ARTICLE

Rivals can easily copy  
your improvements  
in quality and efficiency.

But they shouldn't be  
able to copy your strategic  
positioning—what  
distinguishes your company  
from all the rest.

*New sections to  
guide you through  
the article:*

- *The Idea in Brief*
- *The Idea at Work*
- *Exploring Further . . .*

## What Is Strategy?

by Michael E. Porter



# کاخ وینچستر (Winchester House)





# کاخ وینچستر (Winchester House)



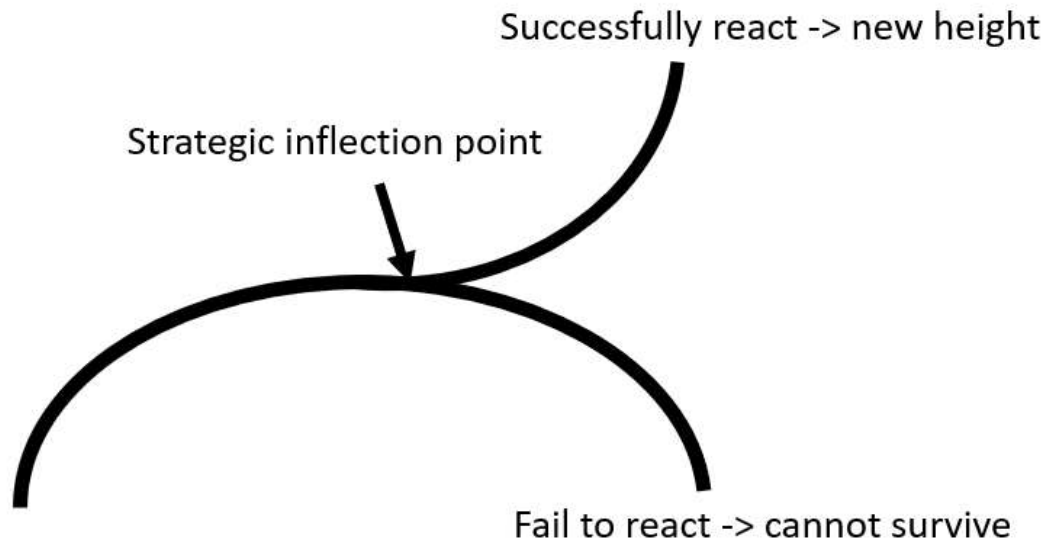
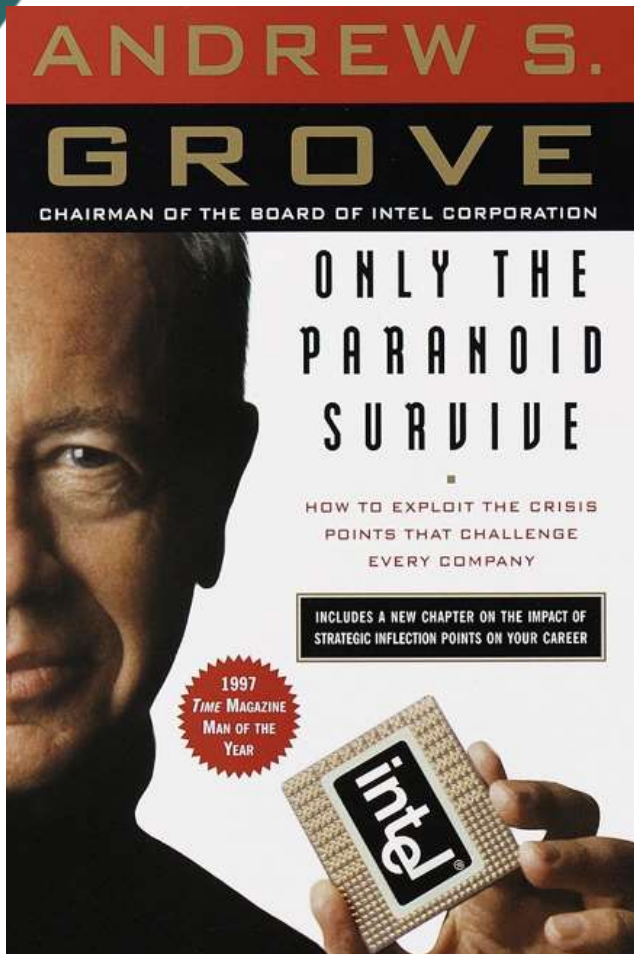
*Winchester Mystery House*

*San Jose, California*

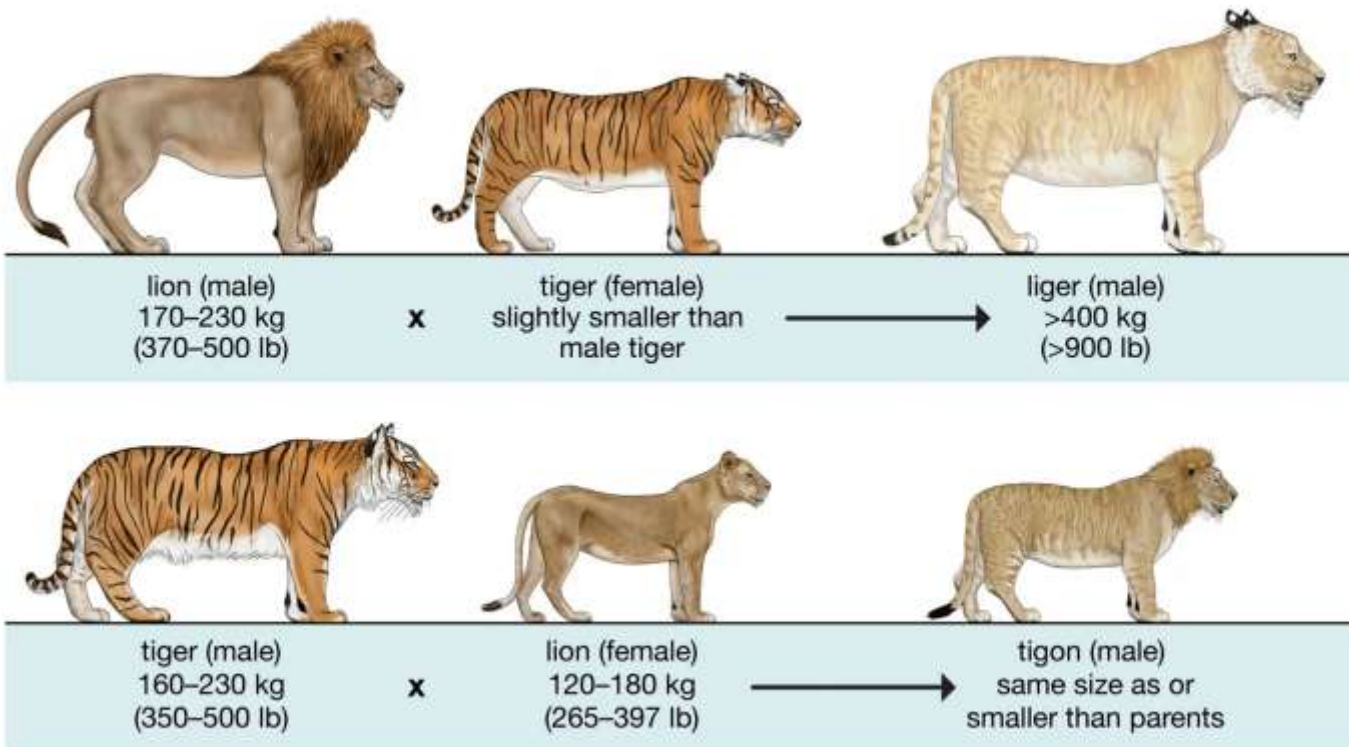
# دوران‌دیش







## Examples of hybrid mammals: the liger and the tigon

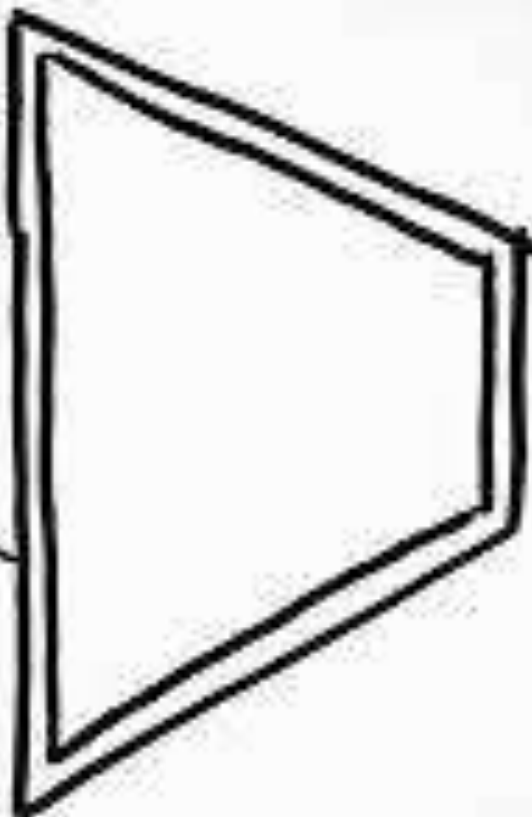


3ft   
1m 

# تفکر سیستمی هنر دیدن جنگل از میان درختان است



SEE  
THE  
BIG  
PICTURE







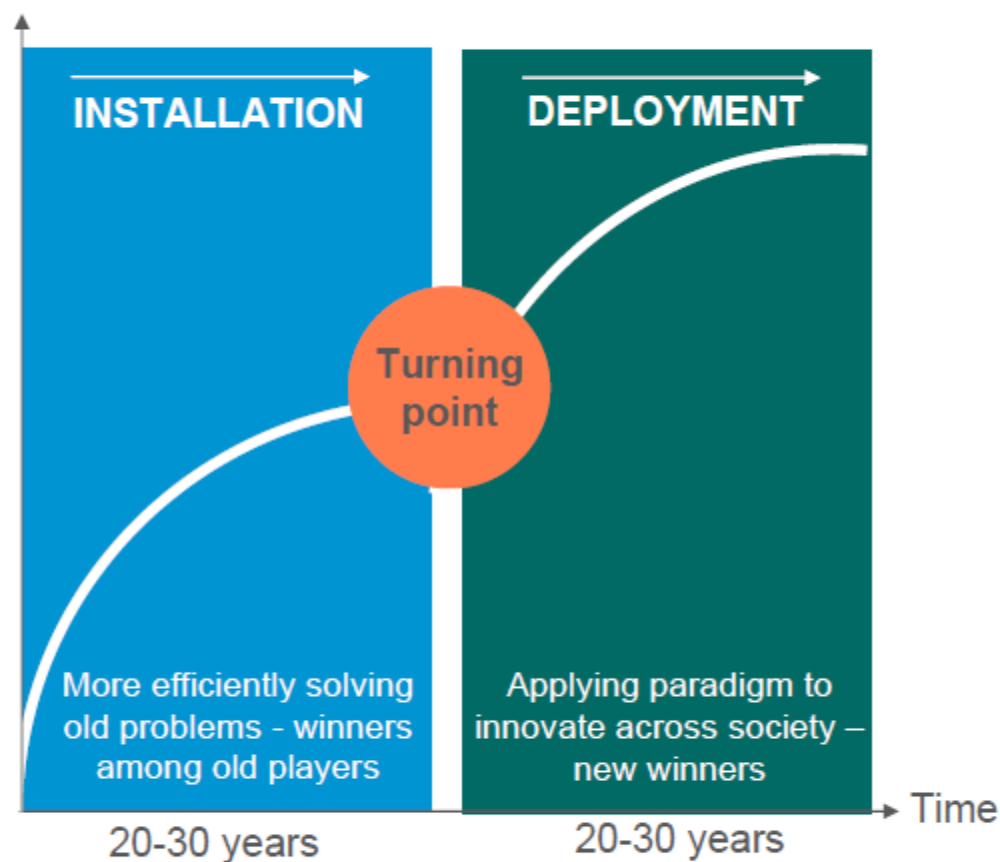


# FIVE TECHNOLOGICAL REVOLUTIONS IN 240 YEARS



Source: Professor Carlota Perez  
Universities of Cambridge, Tallinn and Sussex

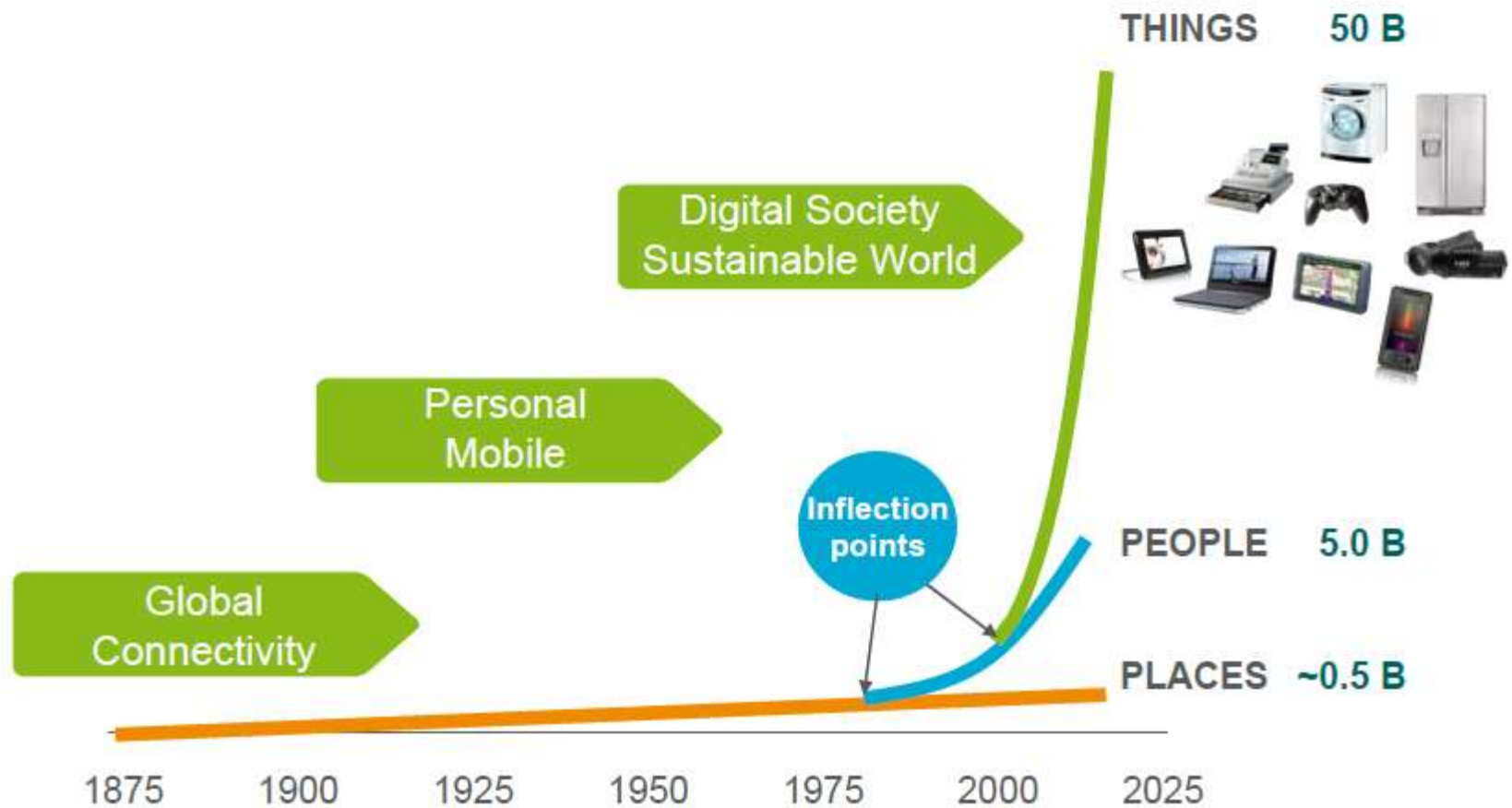
# TECHNOLOGICAL REVOLUTION PROPAGATES IN TWO DIFFERENT PERIODS



Source: Professor Carlota Perez  
Universities of Cambridge, Tallinn and Sussex

## BROADBAND IS AT THE TURNING POINT

# INFLECTION POINTS DRIVING OUR BUSINESS



Source: Ericsson



# دیدگاه شماره ۲: استراتژی

■ استراتژی .....





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