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Implementation Summary

Visions Editors

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SUMMARY

Managerial issues on the societal level are based upon economic theory and understanding their use, especially in relation to risk factors. Trend analysis helps managers obtain a feel for their niche in the market place. The focus of managerial skills on the regional level is translating the trends to the local level to determine their impact. This helps to identify the uniqueness of the organization in the marketplace to give it an additional sales advantages. A marketing approach is more effective on this level. At the consumer level the primary issue is how to improve the quality of the experience. Most systems are organization oriented and ignore the consumer. Consumer relations is based upon convenience services. These services should be oriented toward better use of the resources available. Managers must have an ability to visualize the problems and solutions from the top first, but be able to balance this approach with a consumer perspective to achieve satisfaction and long term changes in the clients' life.
