

世联地产 编著

顾问之道 Being a Consultant

ǎ δ . Γ Ä π T'O
 X . "A ǎ E X u Oγ ǎ ǎ κ
 □ ı Ä~ ı O ǎ ǎ Ж Ъ T
 ı Γ ǎ ı Ä~ ı ı
 T Γ ı ǎ ı ı

CIP

/ . - 2009.12

ISBN 978-7-111-24861-3

I. — — .F299.233

CIP 2008 122647

22 100037

2009 12 1 · 1

170mm×242mm·

ISBN 978-7-111- -
50.00

010 68326294
010 88379007

√

√ /

/

Contents

目 录

01

09

10

21

38

58

89

107

Know How

110

113

141

158

169

175

185

186

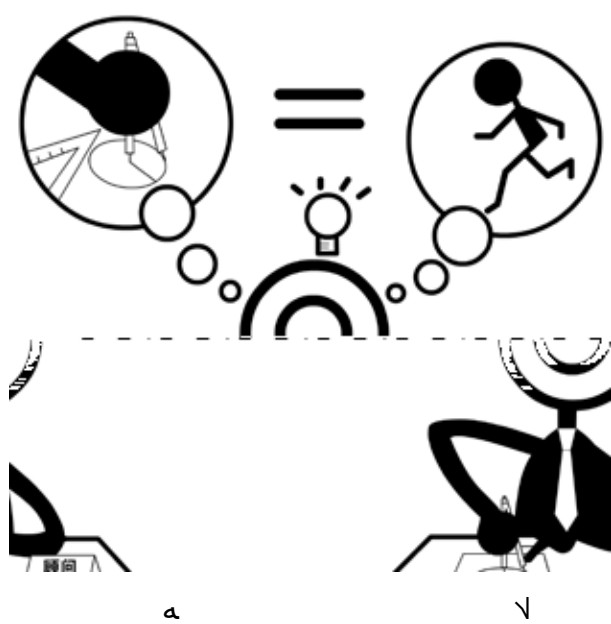
201

209

213

A

B 108



a

v

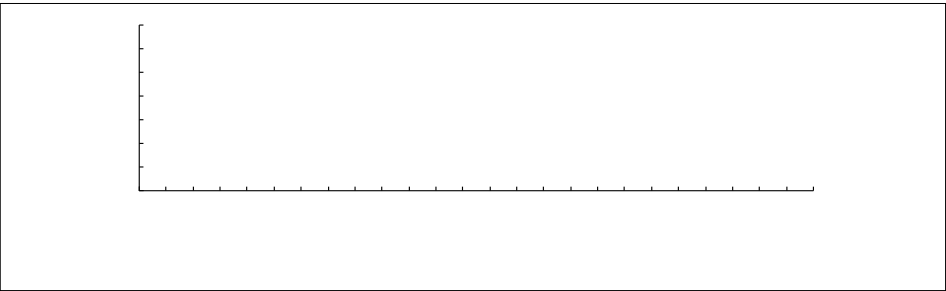
'



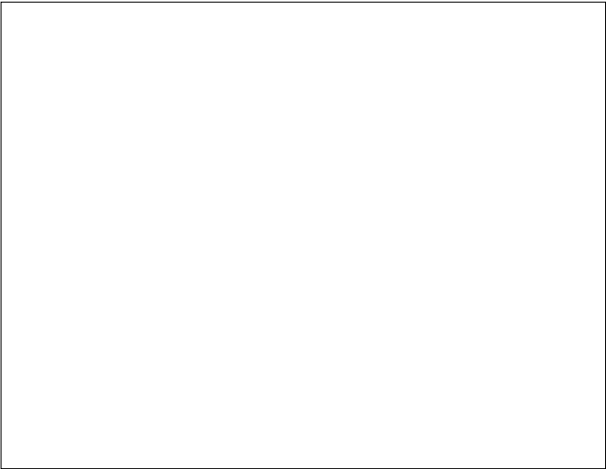
a

w σ ϣ √ ä ẽ δ T Γ
 . u
Ä Π T O D X : Ä ẽ Γ e √
 ' Ç Ω T щ I T √ ẽ √ '
 Oγ ` ǻ ä κ □ T □
 = ǻ ẽ δ T Γ ä δ □ δ □
 ä T O L L Ä ẽ : F : Ъ Ъ
 □ u
 V ä ô ä 2007 2 ǻ 2009 4
 Ä √ x √ √ ŷ ц ҃ Ä √ % √ щ
 ä ` ó e

[illegible]
$$\check{A} \quad \triangle \delta \quad \zeta \quad \check{\alpha} \quad :$$



0-1

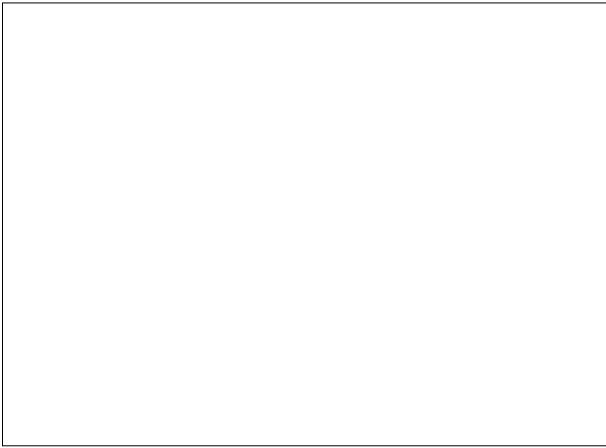


0-2



0-3

, υ ϕ Ë ჯ • 7 Ë ḡ ‘
 J ¨H Γ υ V̇ Ä ã ჯ



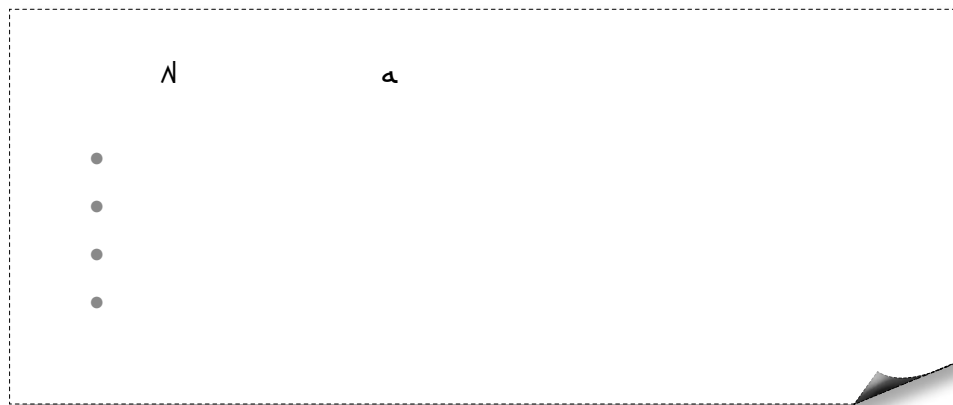
0-4

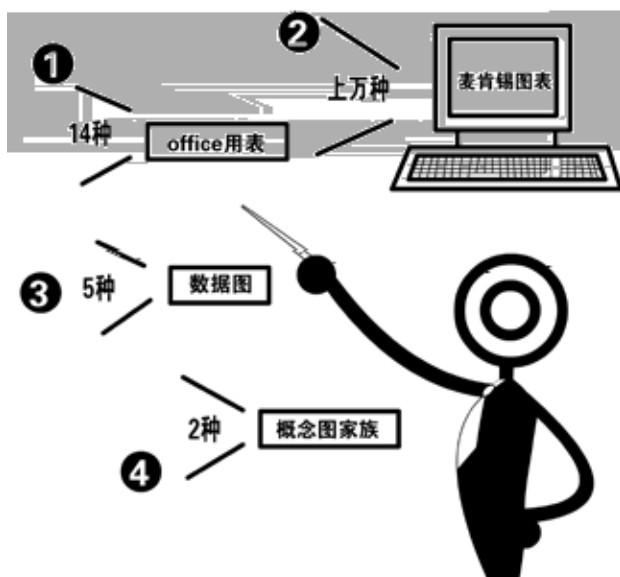
0γ p ρ Θ ^d ó “ ’ ’

” ŷ T

I ς λ T O ~ Л ς λ ě ς
ã : δ T Л ě ѳ
 ς ó W ŷ ȳ T O ς λ
e ŷ Ц : Ě V ȳ

x ě X : A ě ~ M λ * Ć O λ ŷ Ц
ã Л T v





Family

- Office $\tilde{A}$ 14
 ψ 4 7
 • Λ a ψ
 a
 • a 5 5
 a “ ”
 • a $\sqrt{\quad}$
 a Λ a

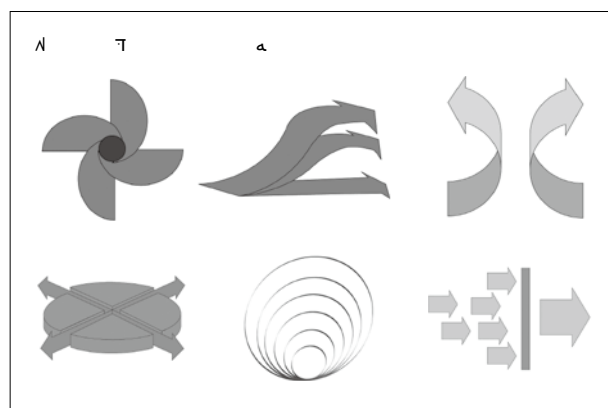
Ъ ъ ъ ъ ъ ã ĺ Γ e ó √ β I Ω
 I Б Ă ó , e w ń
 : Ă

Office ψ W p
 Ā : 14
 x 4 7
 ~
 : x :
 : ũ
 :
 :
 ũ :
 : 7 ~
 Ē 14 Ā
 : 19 σ
 : σ
 : Ç T ~

p ~ T ĺ
 Ā ~ ъ ъ : x
 :
 ã T
 : Ç
 T Ā
 ĺ Ā ~ Ç ъ ъ Ē
 :



а 1-1



а 1-2

1-1 ' а 5

, ¼ □ , "НӦ ,
 ¼ Ŵ , Ү I ψ җ С` Ъ
 җ Ɂ ¼ = Ӧ җ Ɂ
 Ɂ ă Ӧ җ Ɂ ¼
 , X N җ V L L` , җ
 , ε С Й ӗ
 , "Ω ~ ,
 , ~ □ Ъ , җ , җ
 Ɂ җ Ъ □ җ

Т җ ӗ "НТ

- 1.
- 2.
- 3. җ
- 4. X
- 5.

□

ŵ

л ς

□

л ς

% □

∟

% □

İ

ε

ε

л ς

% □

"H

% □

⌈

ϣ

%

∟

"

.

л ς

:

ε

:

:

:

`

:

X

:

Ë

:

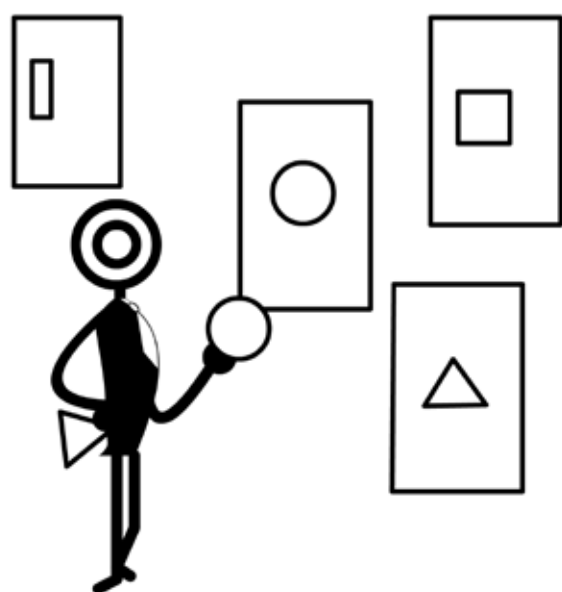
ε

:



1. Ә П L 5 ,
Ә

2. Ә , Ә V 1



a

Practical

-

a

-

a

-

a

a \

a

"

-

l

a

a

a

p p Ě5 : ě δ e ã ó
: ` 5 ' L L "Ω ů ů
A ã

2-1 5 A

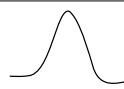
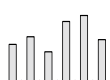
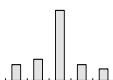
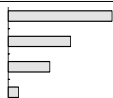
5		

:" T A X F ý 7
"Ω ů ã A A ã
"Ω " 5 Θ ▢ 7/8 ý λ
p ▢ 7/8 ý ò ů T " 80% 9 5 ŷ
"Ω
Ě ů ů ů A ů X F
~ Γ ■ ~ ■ ■ T T ę M
ě X Ъ ů ã ů , ã T Γ
ó F Ъ ã
C

'0

2-2

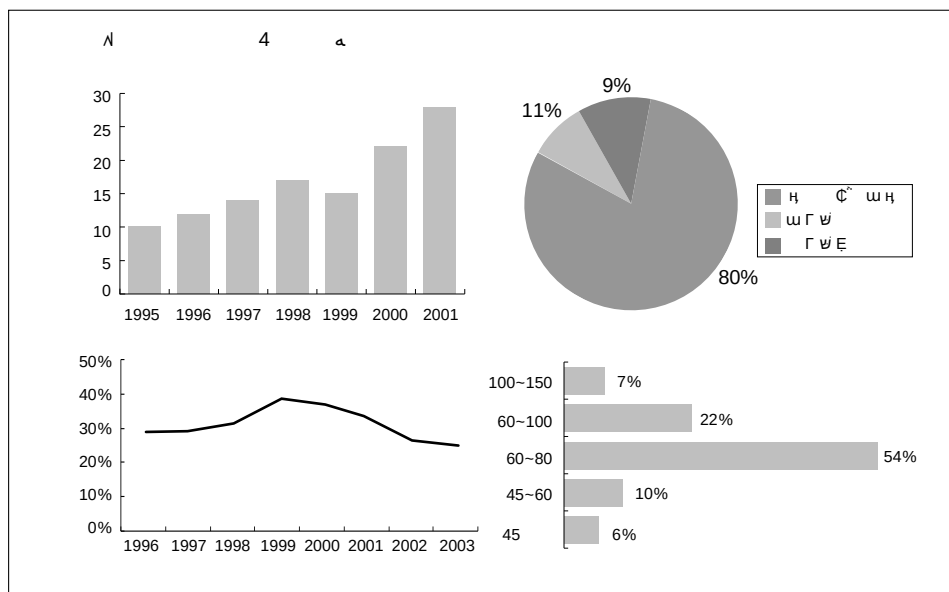
A pie chart showing the distribution of responses for the question 'How many people do you know who have been involved in a sexual assault?'. The chart is divided into four segments: a large dark grey segment representing 'More than 10 people' (approximately 65%), a medium light grey segment representing '5-10 people' (approximately 25%), a small white segment representing '1-4 people' (approximately 8%), and a very small dark grey segment representing 'None' (approximately 2%).



$$\begin{array}{ccccccc} I & & \mathcal{A} & \mathbb{F} & , & & \mathbb{D} & & \sim & & \mathbb{T} & & & & \mathbb{X} \\ & & \mathfrak{e} & \mathbb{M} & & \dot{y} & & & & & \mathbb{O} & & & & \mathfrak{Q} & \mathbb{F} & \mathfrak{r} & & \mathfrak{e} \\ & & & & & & & & & & \mathbb{T} & \mathcal{A} & & & & & & \mathbb{I} \\ & & & & & & & & & & & & & & & & & & \\ \beta & & & & & & & & & & = & \tilde{\mathfrak{U}} & & & & & & \mathbb{W}^i \end{array}$$
$$\mathbb{K} \quad \mathbb{F} \quad \mathbb{K}^{\omega} \Omega \quad \mathbb{F}$$

T J

X Ъ ъ С



a 2-1

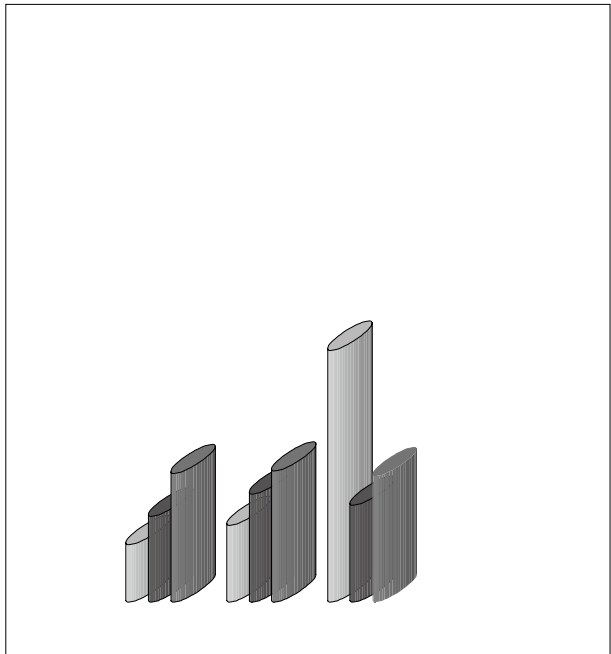
Теперь рассмотрим функцию $f(x)$ на отрезке $[0, 1]$. Пусть $f(x) = x^2$. Тогда $f(0) = 0$ и $f(1) = 1$. По теореме о промежуточных значениях, для любого y между 0 и 1 найдется x между 0 и 1, такое, что $f(x) = y$. В данном случае $x = \sqrt{y}$.

--	--

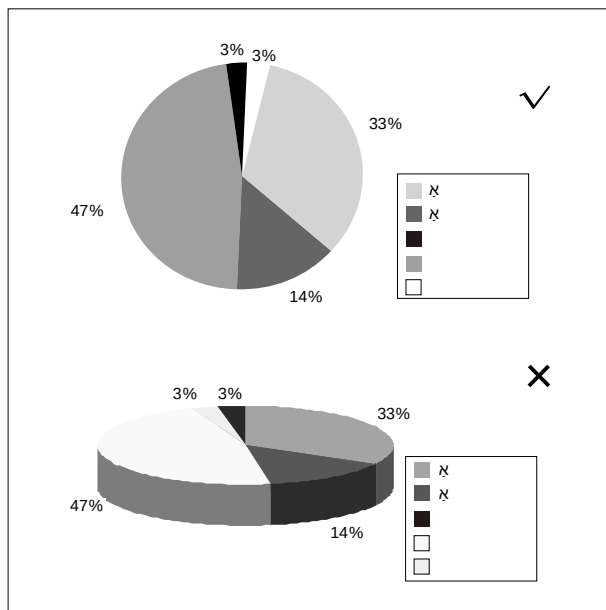
$$e_m F \ddot{E}$$
$$\mathbb{T} = \mathbb{R} / 2\pi\mathbb{Z}$$

□

С О Ъ ъ : Ж Е
Ғ □ Ё О А ё С

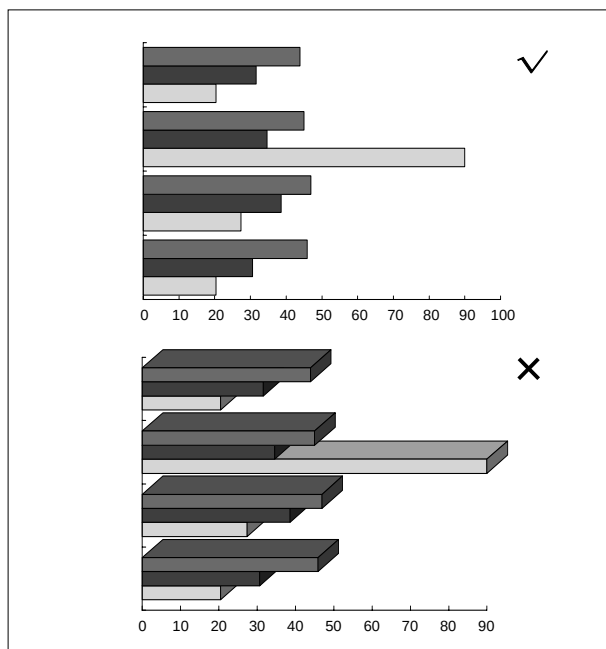


$\mathbb{F}$: δ
 : $\mathfrak{C}$: $\tilde{\mathfrak{U}}$
 : $\mathfrak{J}$
 : $\mathbb{E}$



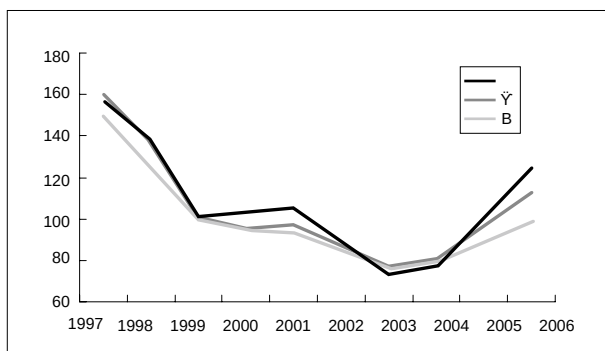
a 2-4

$\mathbb{X}$ $\mathbb{F}$
 : $\mathfrak{C}$: $\mathfrak{C}$
 : :
 : :

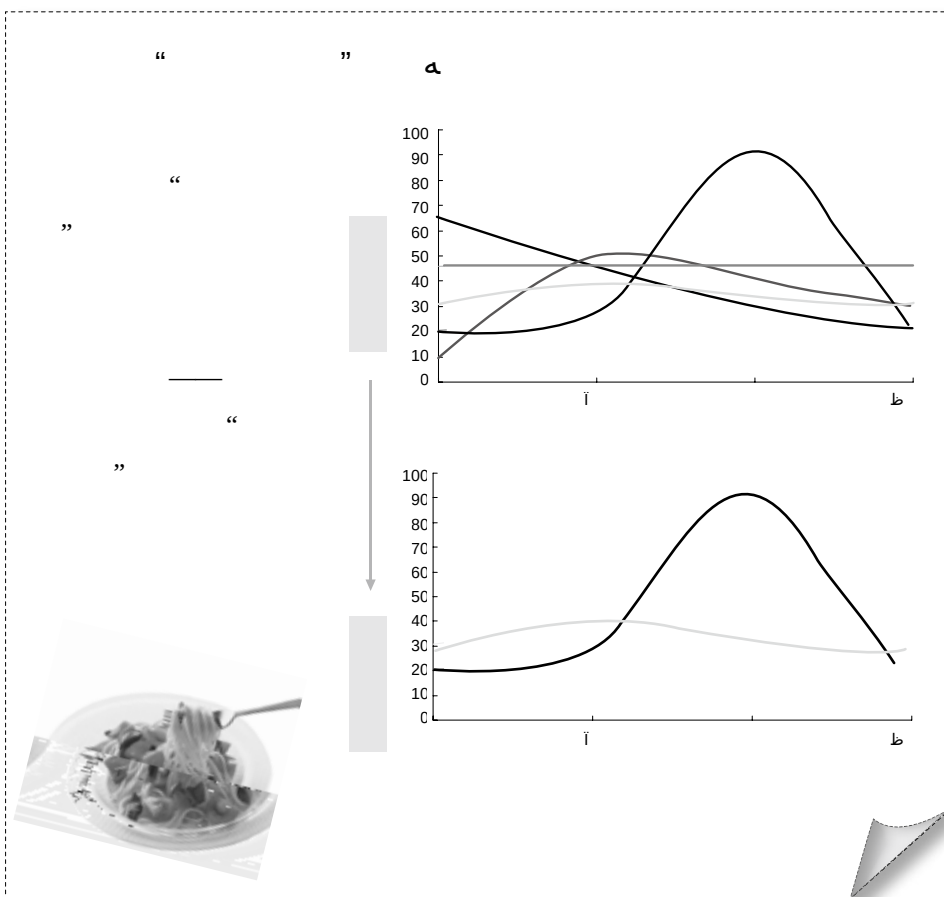


a 2-5

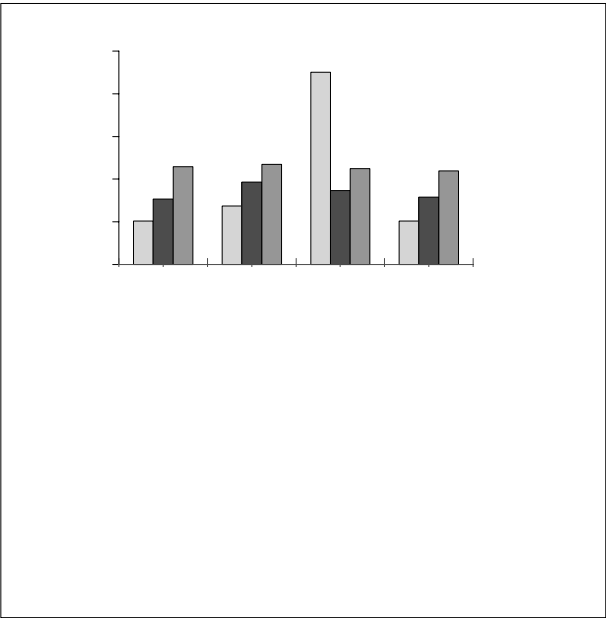
~
d 7 5
% “ 3 “Ω`
: 2-6 ū : 2-8



a 2-8



Ω ð
 O ε ƒ ε □
 ñ
 , ƒ



ñ , □ ‘ Å
 ñ ƒ ■ , ~ ■ ll ʒ
 óљ W ð ó ~ ƒ d ‘ , δ Ë
 β ǻ ъ ñ ñ ʄ ε ñ ƒ ʒ
 ñ ~ d N T ñ d ‘ Θ
 10 905Ŵ/ ƒ ʒ 2 000Ŵ/ Ω d δ 12 000Ŵ/
 14 000Ŵ/
 ñ ę ʄ ý β ƒ ʌ0 ñ
 ñ d ε ñ ƒ ʒ ʌ ƒ ʒ ъ ,
 L ʄ ʌ ƒ ~ ʌ “ ǻ ǻ
 ~ ƒ ñ ý d Æ ʒ ñ
 ʄ d ~ ƒ ǻ E X T ʒHT d

Top Chart: Number of Companies and Average Number of Employees (Solid Line)

Year	Number of Companies	Average Number of Employees
2000	6364	13.26%
2001	6705	10.27%
2002	7184	12.69%
2003	7748	13.26%
2004	8544	10.27%
2005	9628	12.69%
2006	10905	13.26%

Bottom Chart: Number of Companies and Average Number of Employees (Dashed Line)

Year	Number of Companies	Average Number of Employees
2000	6364	13.26%
2001	6705	10.27%
2002	7184	12.69%
2003	7748	13.26%
2004	8544	10.27%
2005	9628	12.69%
2006	10905	13.26%

F : F : □ A
 : • { . □ 7 ЛЬ
 ЛЬ
 1998 1999 ~ е н , 2-11X
 щ X` O H ÷ ý ´ , "Ω
 F e δ ~ е н џ , "Ω Б δ ~
 е н џ

✓

700 000
600 000
500 000
400 000
300 000
200 000
100 000
0

25 35 45 55 65 75

— 1999
— 1998

~
 $\hat{\varphi}$

✗

700 000
600 000
500 000
400 000
300 000
200 000
100 000
0

25 35 45 55 65 75

— 1999
— 1998

~
 $\hat{\varphi}$

✗

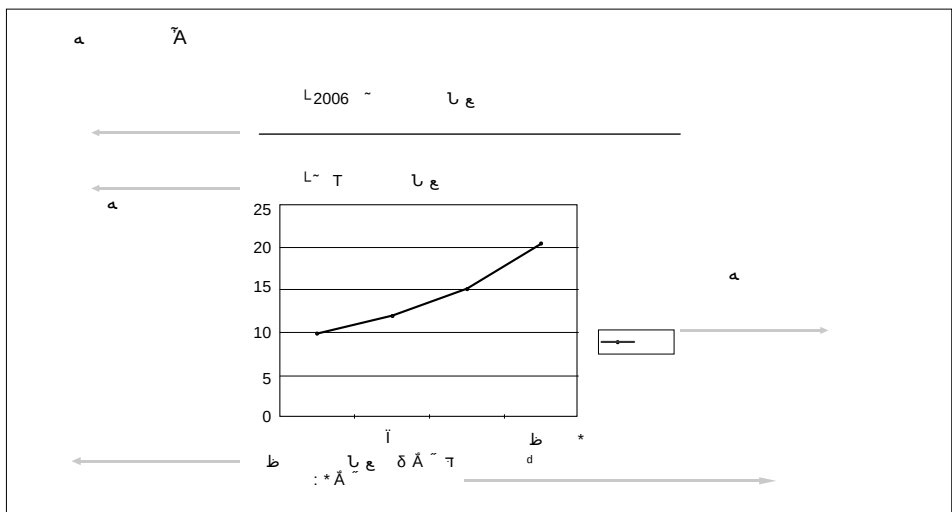
700 000
600 000
500 000
400 000
300 000
200 000
100 000
0

25 35 45 55 65 75

— 1999
— 1998

~
 $\hat{\varphi}$

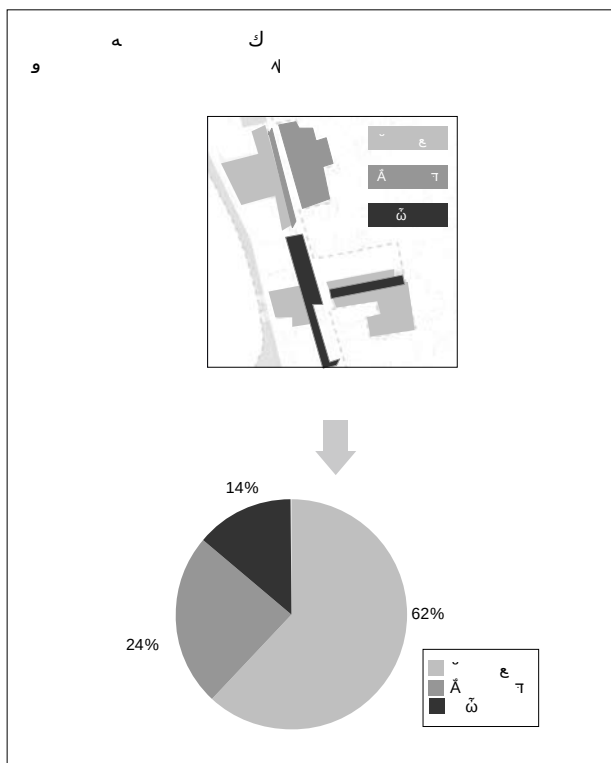
$\mathbb{C}^n$



a 2-12

[illegible]

Т Г Ъ Л М
 ѿ : X `
 О~ ѹ Н л
 ă Ж О Ё
 Ѧ Ѱ ă
 Ѧ Т ѹ
 Ъ М ████
 л : Ё



a 2-13

1

z

а

6

:

ũ

`

Ғ

Ж

ũ

δ

Ė

Ḳ

.

ц

:

:

2-14X

ҭ

:

X

ũ

`

.

О

ũ

■

з

С

.

ũ

□

∕W

м 7/8

δ

з

W

┘

Е

/

.

δ

з

ТГ

,

.

δ

ТГ

з

,

∕

/

Т

p/

ц

δ

/

Т

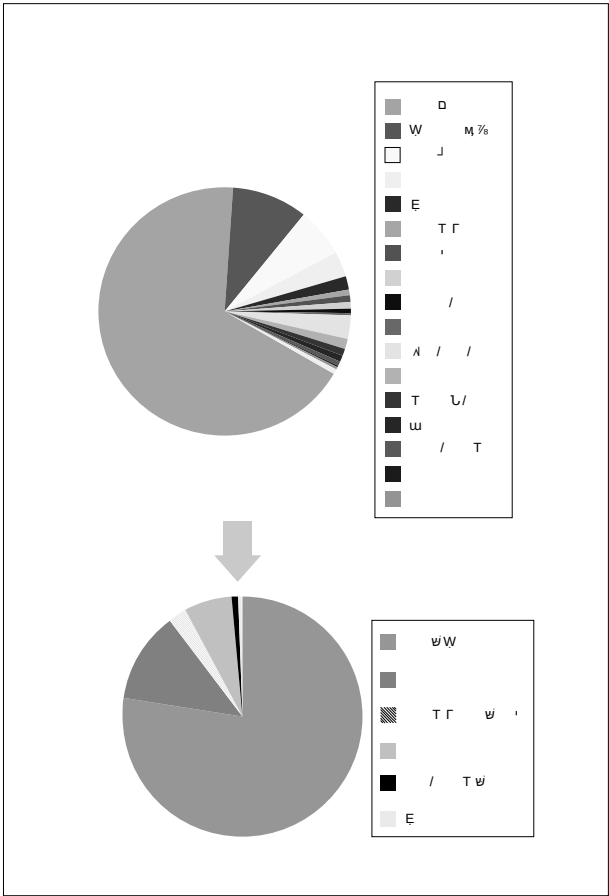
.

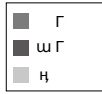
δ

/

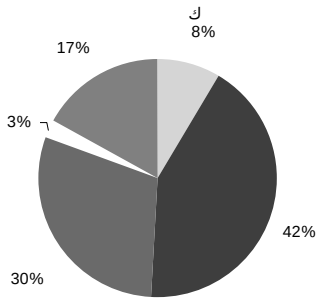
Т

з



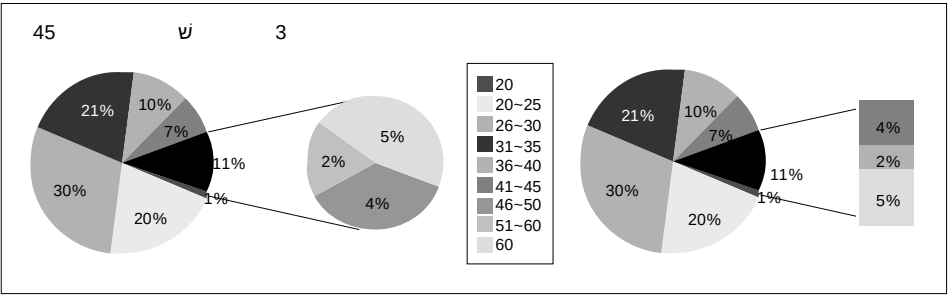
$\mathfrak{a}$ 

a 2-15

 $\ddot{E}$ 

✓

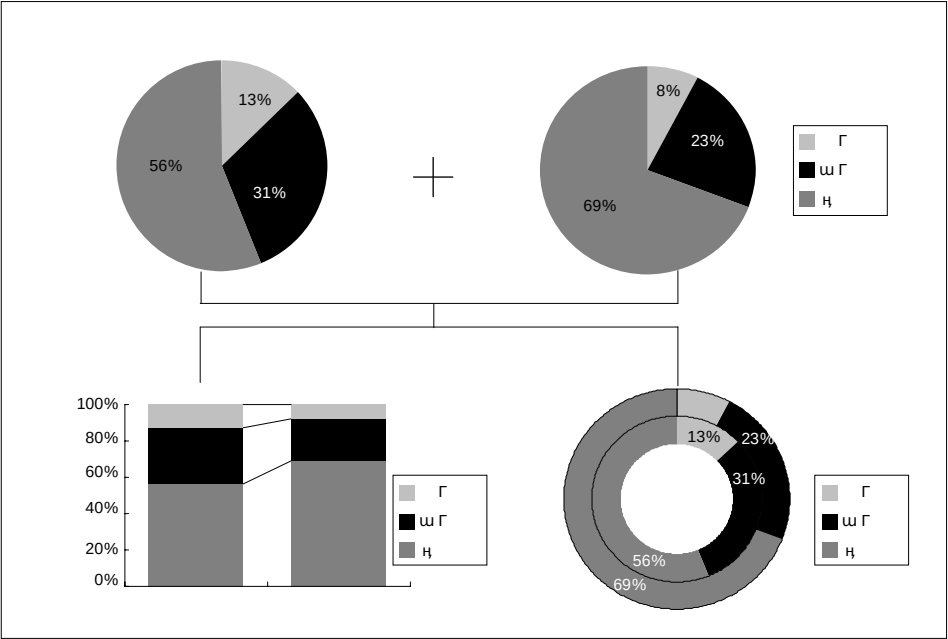
a 2-16



а 2-20

2.

N T ~ M ÷ "Ω ÷
 : :
 : T M ~ ÷ ÷ ÷
 N T ~ M ÷ ÷ ÷ : : "Ω ÷
 ÷ ÷ ÷ : ÷ ÷ ÷ :
 ÷ ÷ ÷ : ÷ :

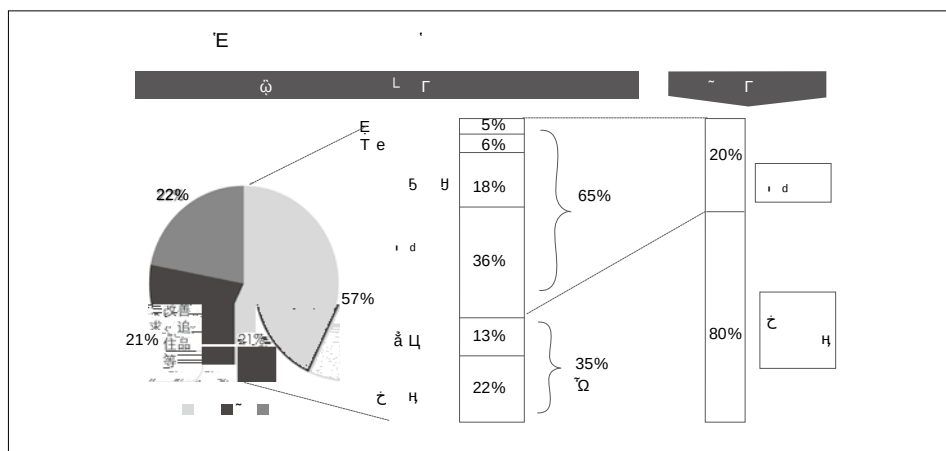


а 2-21

ω

ũ ă

7/8

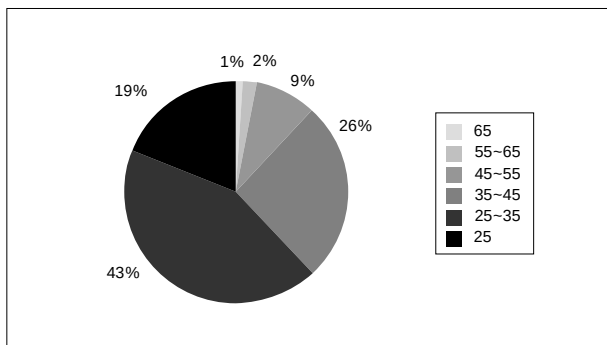


a 2-23

3.2

6

35

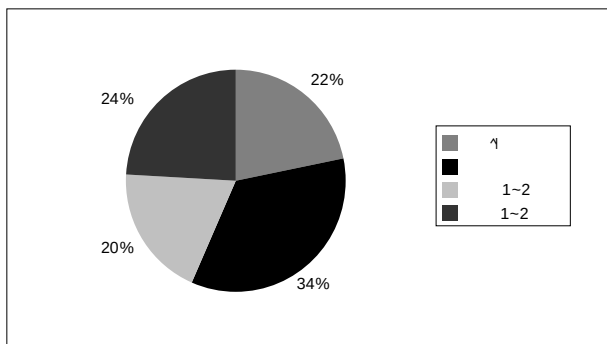


2-25

3.3

Ob

Ob
1/1 8 7 5



2-26

3.4

U

щ

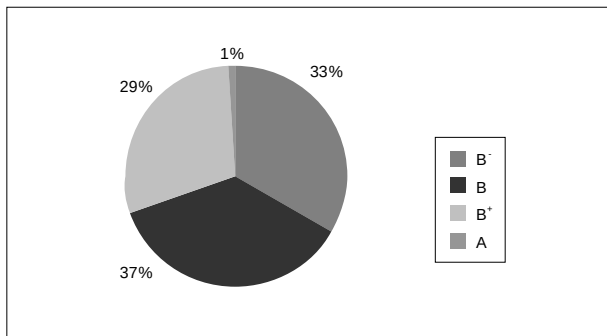
U

O A

~

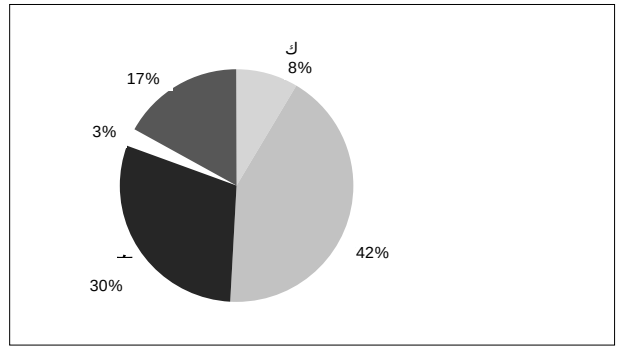
B

78 П



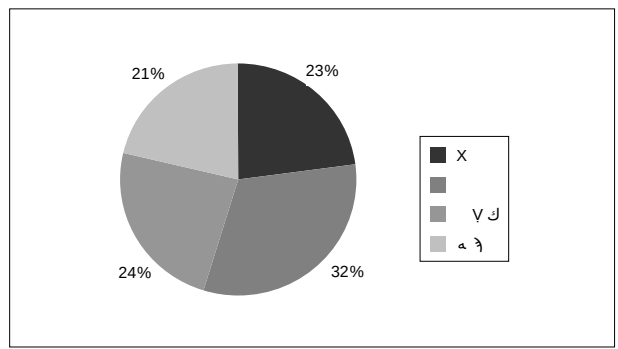
2-27

35 T
 ã
 H
 ã 3 X
 ã



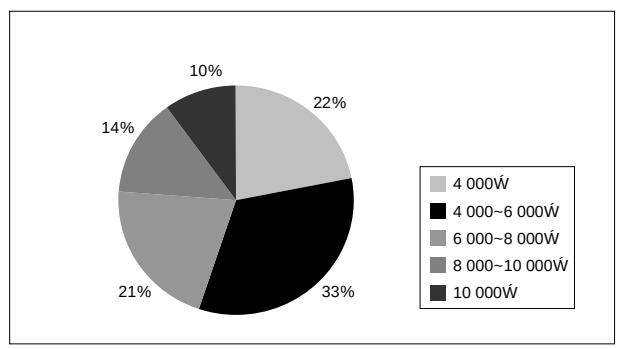
а 2-28

36 ~
 X
 X
 E



а 2-29

37 Θ
 H
 X L H Θ
 d 6 000~8
 000W/ ã 2



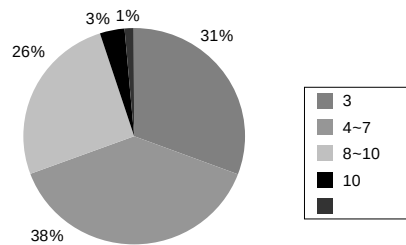
а 2-30

| | a

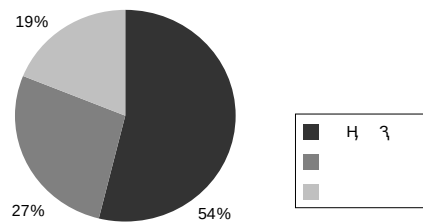
38 Γ

Γ ш Һ δ
ε Ж 3 ζ

з 11 П
 О
 щ О
 О Н 10 Ў
 ■ з



з 12 П
 щ
 ў 3 Л
 ■ 5
 О



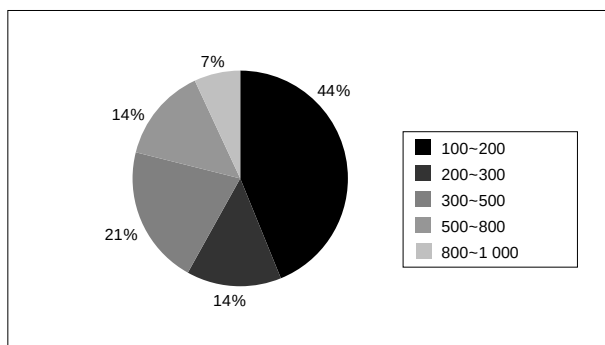
ш

з 1 ш ш
 П ■
 щ Л Н П
 W
 ■ 6 ■ з



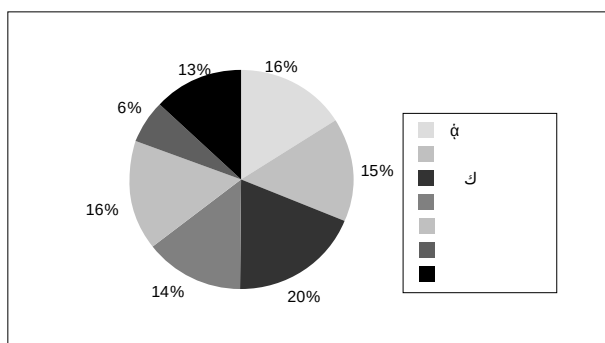
100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

3 2 ~
 П Т █
 “ 9.27 ” L ђ
 П ђ ε
 Ё X 300 █
 6



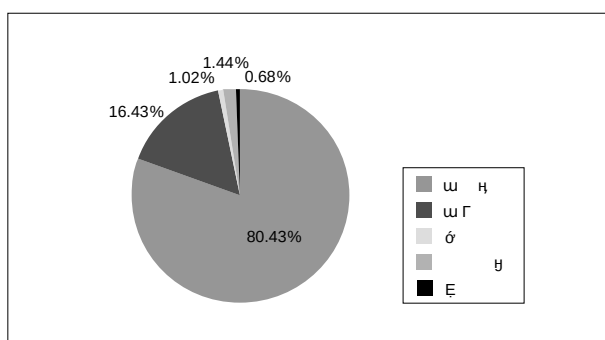
а 2-37

3 3 ~ Т W
 █
 L ~
 W 3 X ђ
 W
 Ё
 3



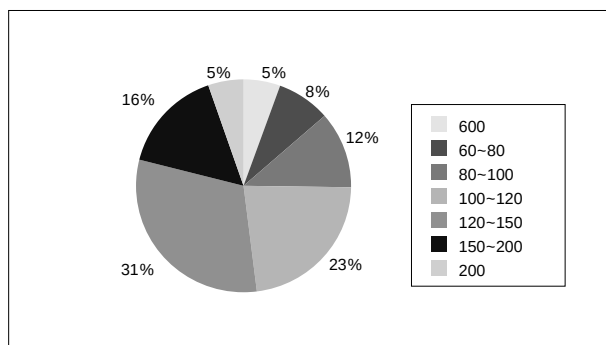
а 2-38

3 4 ~ Г W
 █
 L 2006
 ~ Г W
 X ђ ђ █ 8
 W



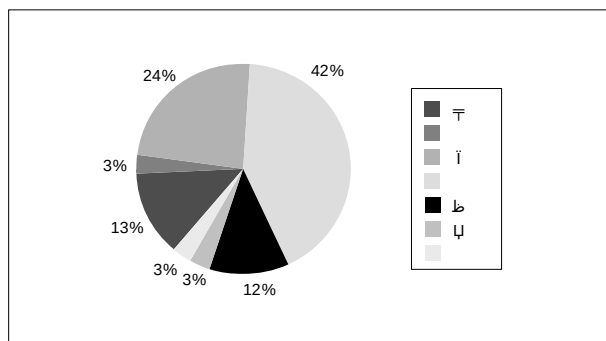
а 2-39

3 5 ~ T
W 2004~2005
H W X
100~150 5
W 3 L



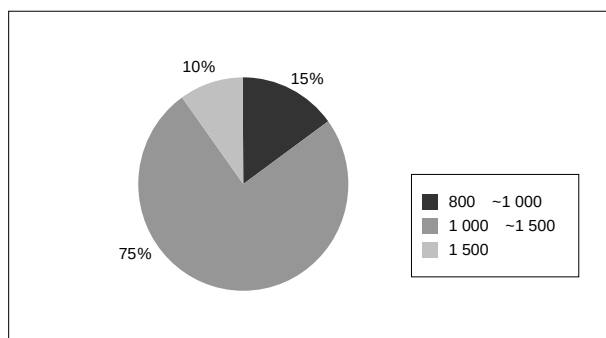
a 2 - 40

3 6 ~ T
П 2
щ П 3
Û İ 2
6 W ε
M



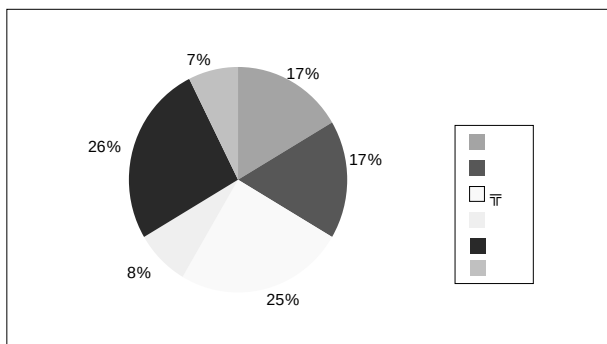
a 2 - 41

3 7 ~ Θ T
П 2
Town house
P ~ Θ L 2
3 X 1 000~1 500 W
7 Θ
Θ Town house
ε Θ



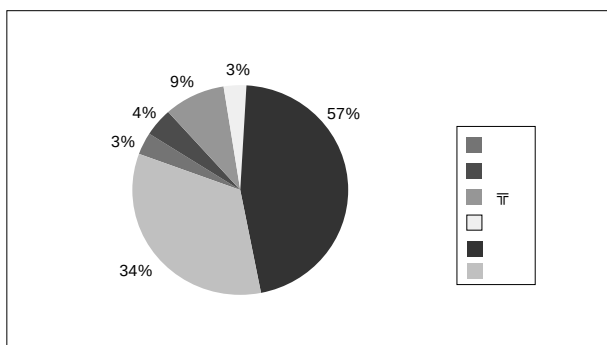
a 2 - 42

a



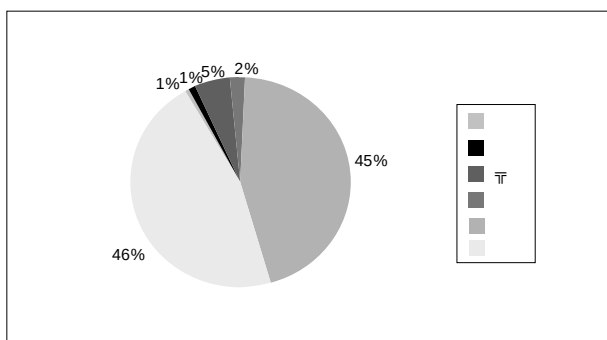
a 2-43

$\mathfrak{z} 2 \sim L$
 X
 $\tilde{A}$
 $\tilde{\alpha} 8$
 L

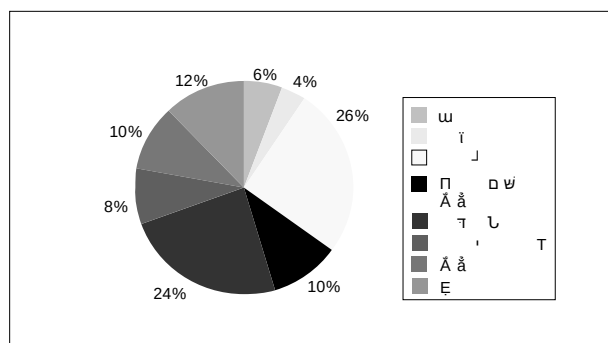
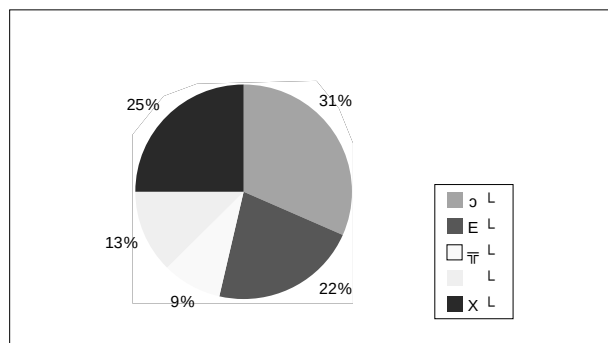
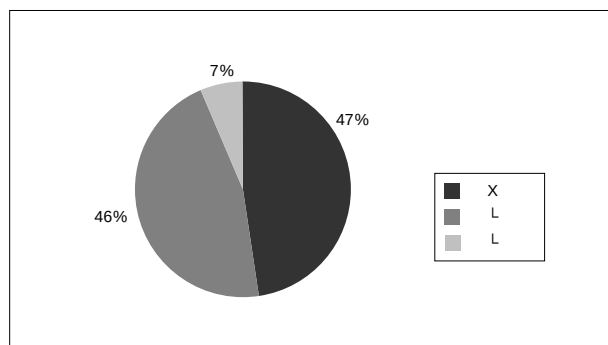


a 2-44

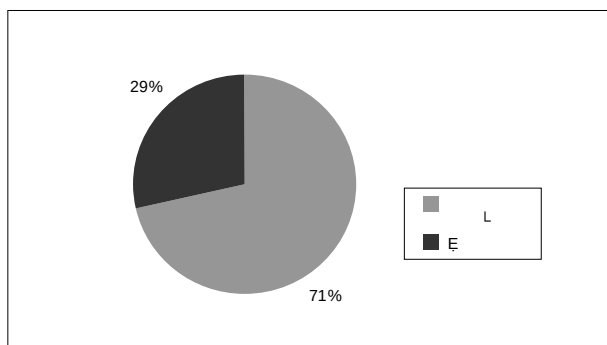
W 3 3 ~ L
W W
L 9 δ
T 7 L



a 2-45

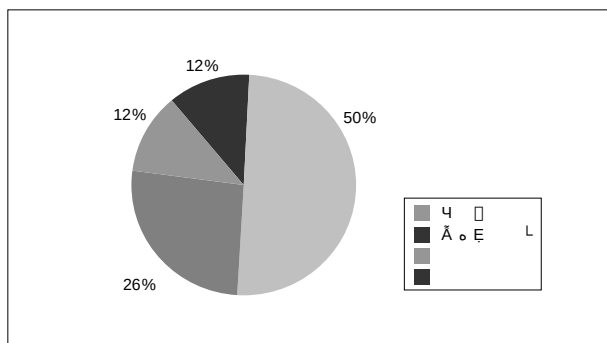


3 2 € 3 y
 ш L € 3 L
 3
 L € 3 7
 E 2 я δ
 € X L



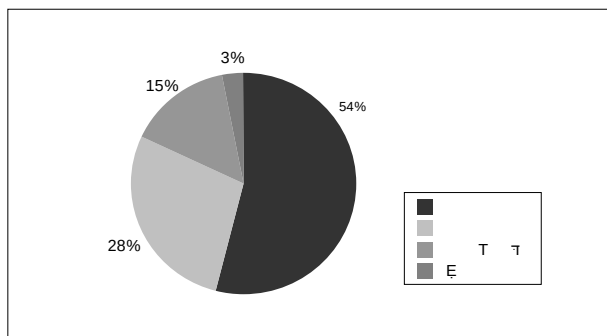
2-49

3 3 ~ GDP
 2004
 L ~ GDP
 GDP
 GDP 5



2-50

3 4 ~ 7
 L
 T 7
 5
 8
 δ ε 7

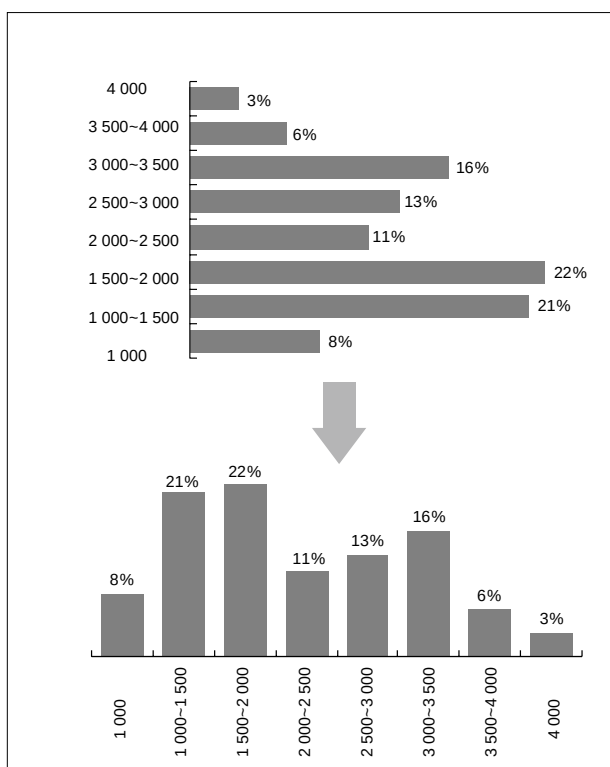


2-51

35 ě é
 ~ 3 ■
 2006 ě e
 16% ě é 3
 1~1.5 u

$$\frac{d}{dt} X = I - \Omega \quad \Omega \sim$$

$\tilde{a}$
 $\dot{\eta}$
 Ω
 $\tilde{V}$
 $\tilde{A}$
 S
 $\tilde{a}$
 X
 $\acute{\alpha}$

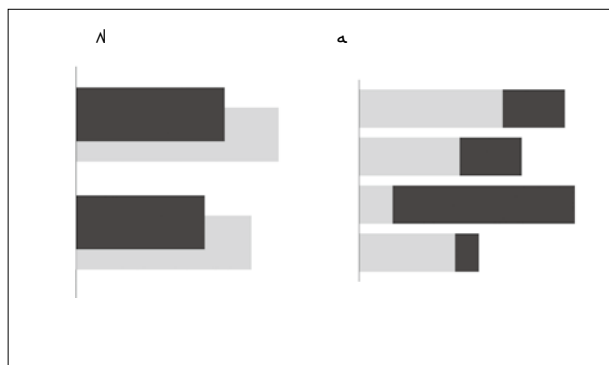


, 2-53X , Л : Ë ã Ж ,
 : ы Ĭ ъ Л ы

: Л ~ : Л ~
 ё ъ % : ъ % ã

• X ъ δ : "Ω ã
 : ` E ã δ "Ω ã `
 • " ѡ : : ъ ъ ъ N
 ъ ъ ъ ъ ъ ъ : "Ω` δ Ж ъ :

Ë :
 Л
 "H : `
 Л ã Ж
 щ Л ъ
 ъ



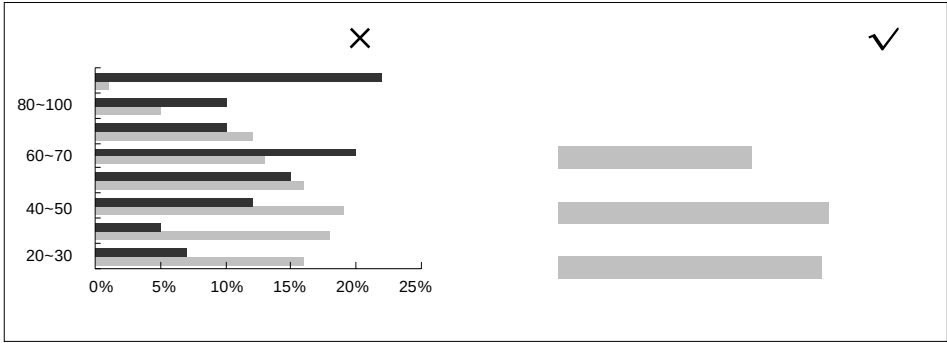
а 2-54

| | a

3 z

1.

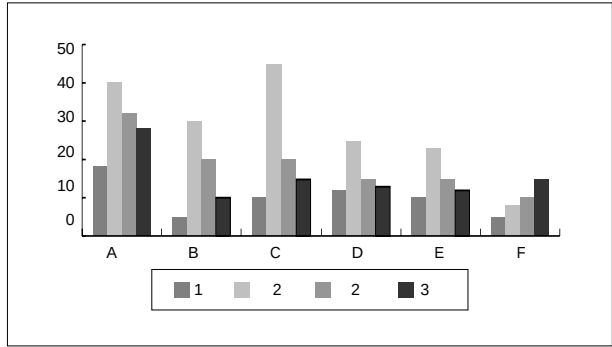
F S
T ũ 1 = e
σ
1 T
- δ ~
•`

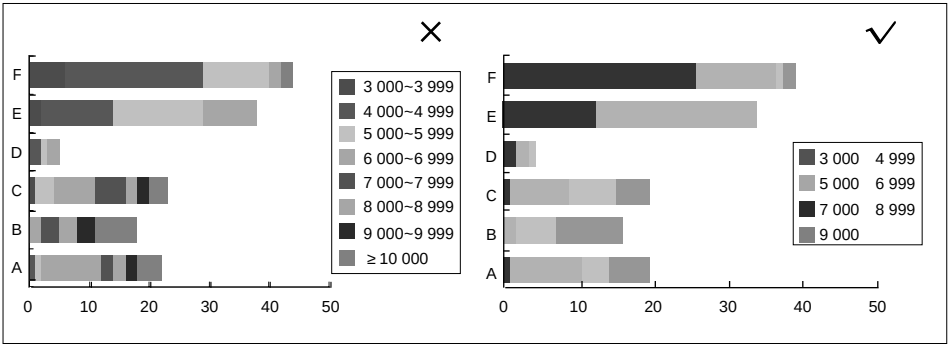


а 2-56

О

Ж
3
Ж

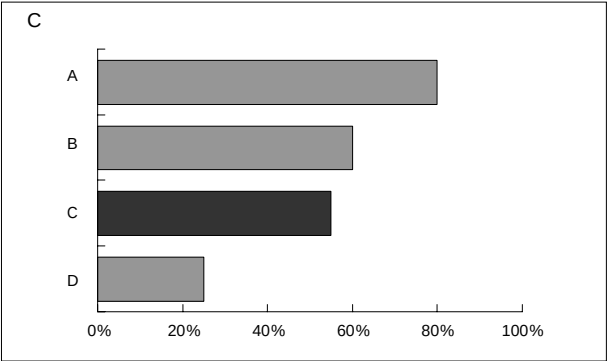




2-58

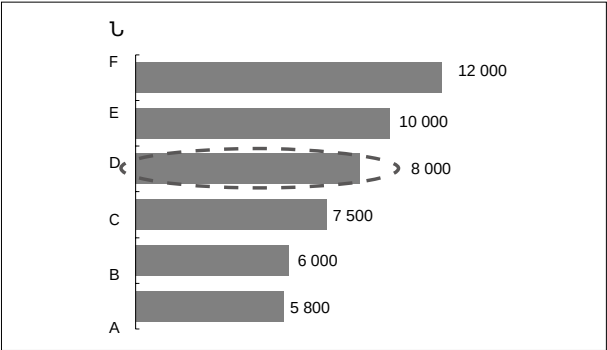
2

1.

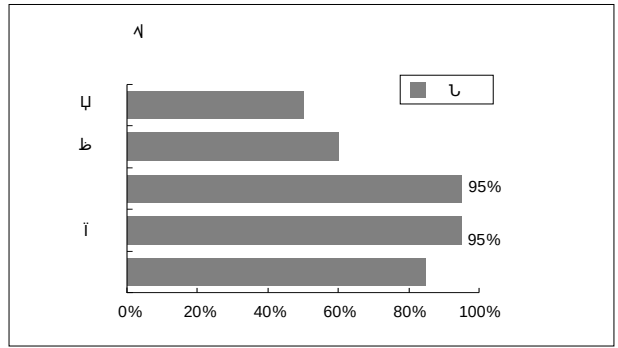


2-59

2.



2-60



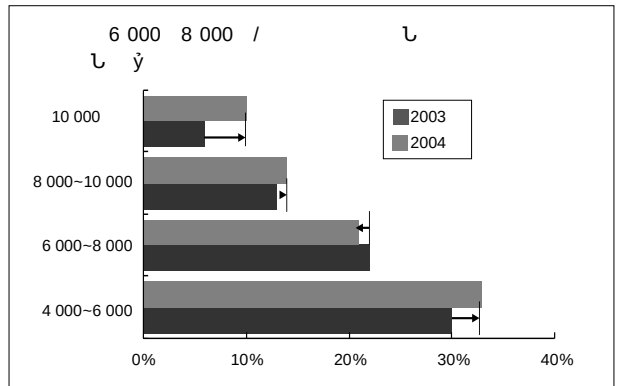
a 2 - 61

л

2

1.

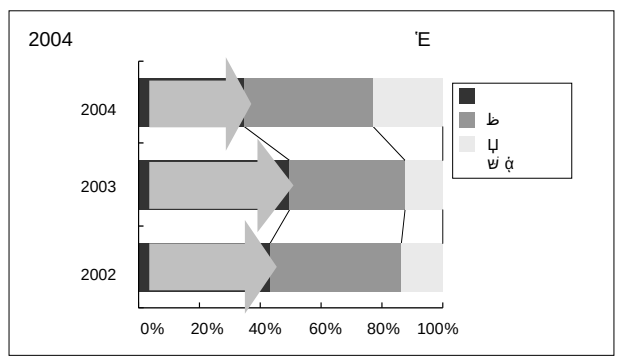
X T ū ' :
 ' O E 3 %



a 2 - 62

2003 2004

л



a 2 - 63

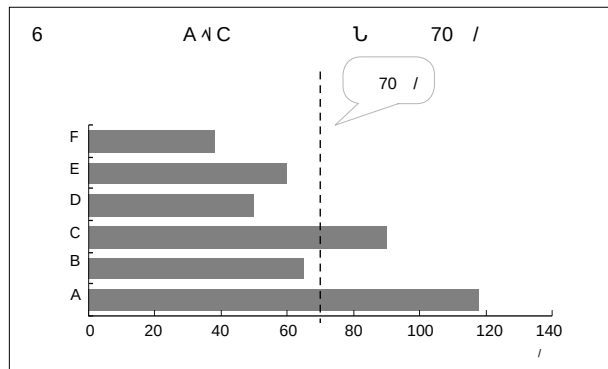
2002 2004

a

| | a

2. '

д А
А
А u
d d d



a 2-64 л

3

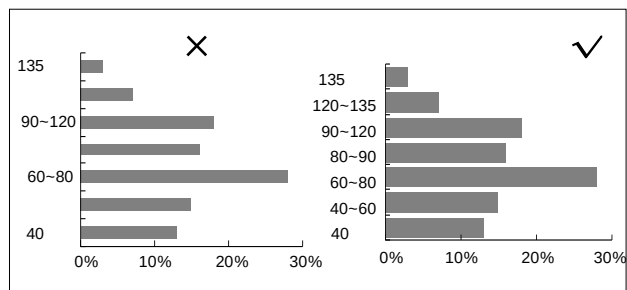
1.

δ d
~ Т
İ ~ Ф
T Q
H Ф T ñ
ã ñ
O Ж
Ф ñ ~ T С

2.

3.

a
2-65X
u
e
“ Т ” С
δ' :
Щ С



a 2-65

Т л X Ъ L ã ã

2-5 а

а

1. /

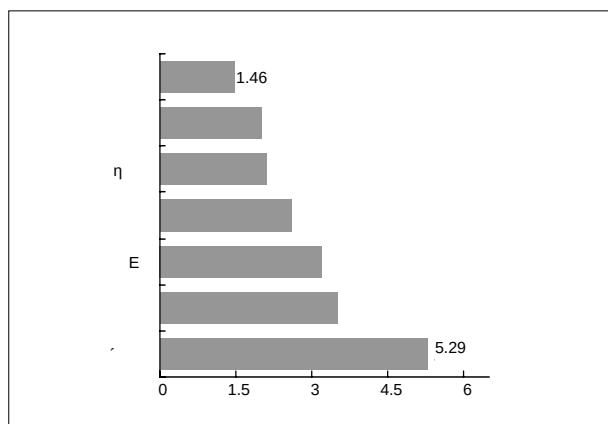
31 2006

т

2006

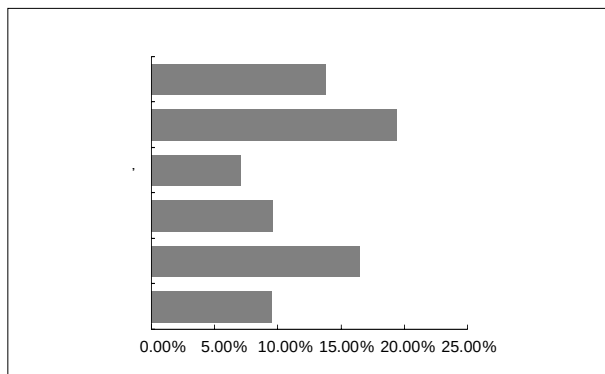
т

1.46~5.29 Е X .



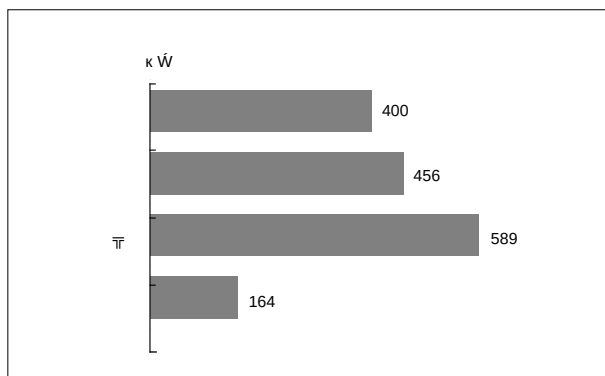
а 2-66

32 $\tilde{A}_{\gamma} \sim \varepsilon$
 Γ GDP
 $\tilde{A}_{\gamma} \sim \varepsilon$
 Γ GDP
 $\sim 7\% \sim 20\%$
 ν 20%
 $\sim 10\%$



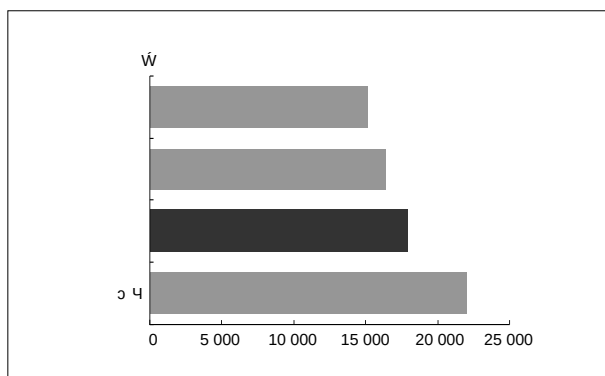
2-67

33 2004
 $\tilde{\omega}$ GDP
 2004 $\tilde{\omega}$
 $GDP \times \overline{\pi}$ δ
 589 $\kappa \hat{W}$ $\mathbb{E}$



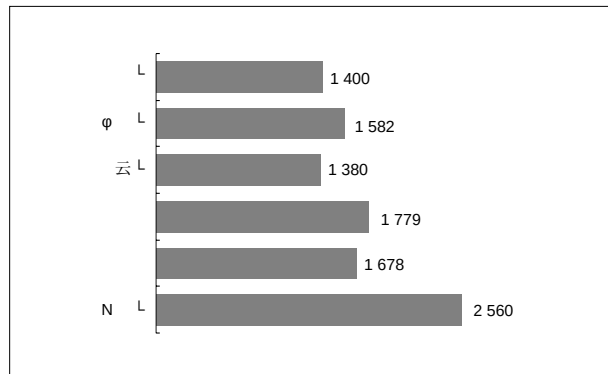
2-68

34 2007 $\supset X$
 γ e $\backslash$
 $\tilde{a}$
 2007 $\supset X$ γ
 e $\backslash$ $\tilde{a} X$
 $\mathfrak{H}$ $\tilde{I}$ p $\mathfrak{L} \supset \mathfrak{C}$



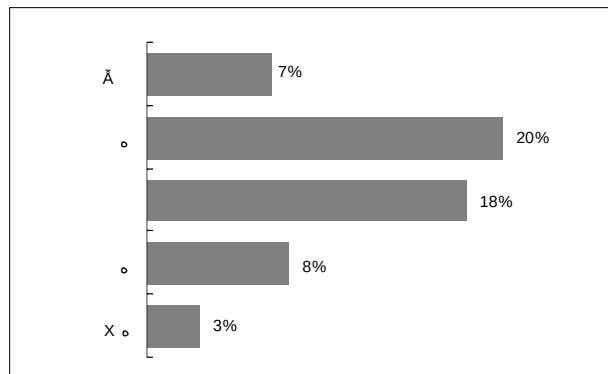
2-69

35 2005 ы
 ы р Ө
 2005 ~ ы ы
 р Ө 1 300~2 600
 Ў/ ы Ё X N
 Л 2 560Ў/
 К Л ы



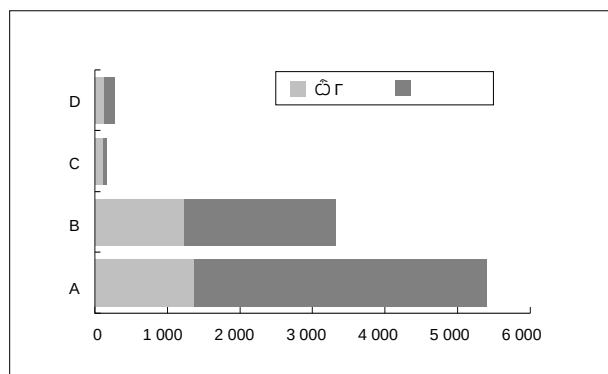
а 2-70

36 ыΩ Т Г
 GDP
 ыΩ Т Г GDP
 7% X
 3% ы
 ы ы
 X ы 7 я



а 2-71

37 2005 ~ Л
 W ы
 ы2005 ~ Л
 W ы A B
 W
 δ ε C ыГ
 δ ε D ыГ ы
 W



а 2-72

2.

31 X_v Γ

v

X_v Γ

v

、 O X_v

v

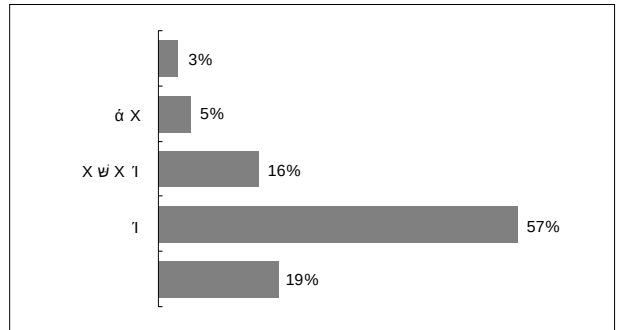
3 2 2006 ⅈ

Ω T Γ

2006 ⅈΩ T Γ

Ä δ

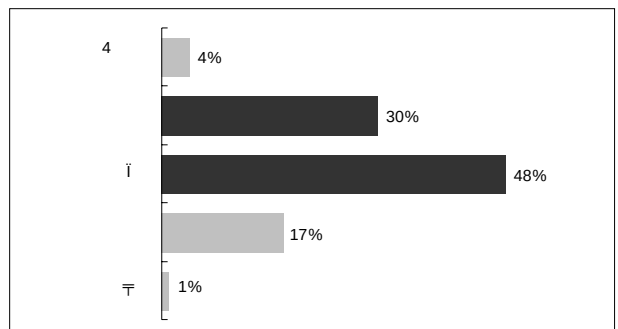
3 4 L 7
L 7
X 6 E
2 X
6



а 2 - 76

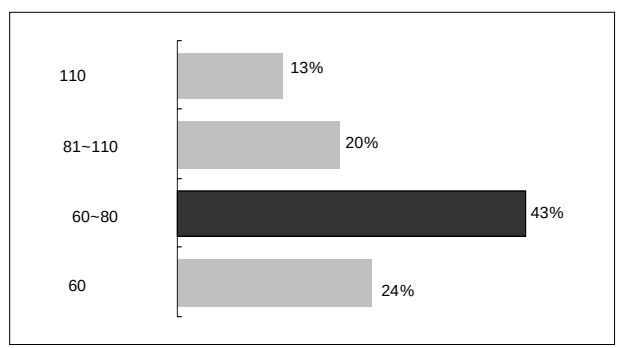
3.

3 1 2003
Г 3
2003 Г
3 7 I
8 E X I
5



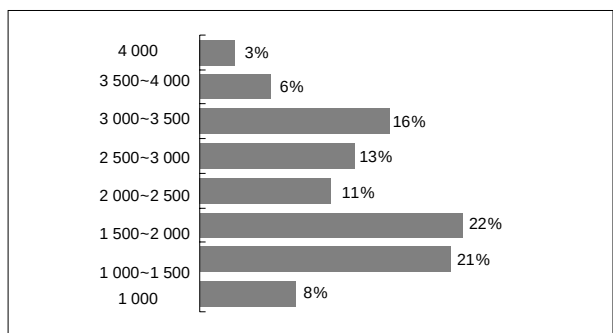
а 2 - 77

3 2 2003
Г Г 3
2003 Г
Г 3 X 60~80
4 E
2~3 я E 60
81~110
3 2.5 2



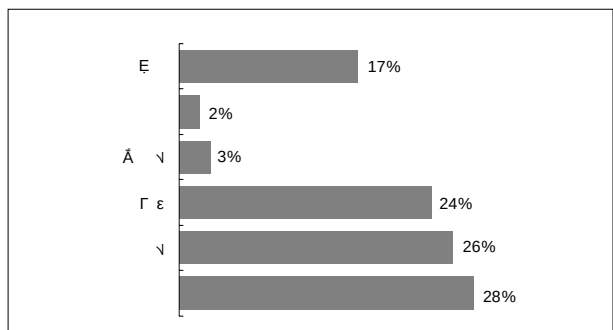
а 2 - 78

3 3 W O
 3
 щ W
 O 3 1 500~2 000W
 3 3 22% E
 1 000~1 500W 21%
 1 500W 7



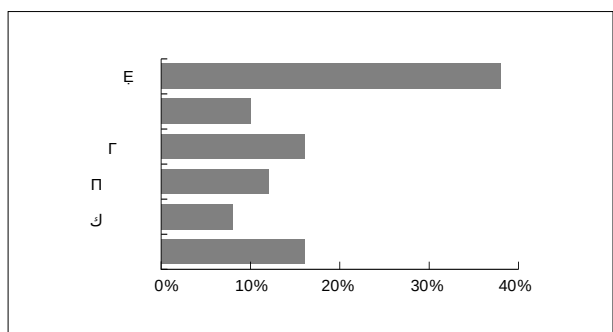
2-79

4 4 Г
 3
 щ Г
 3 3
 Г ε X
 7



2-80

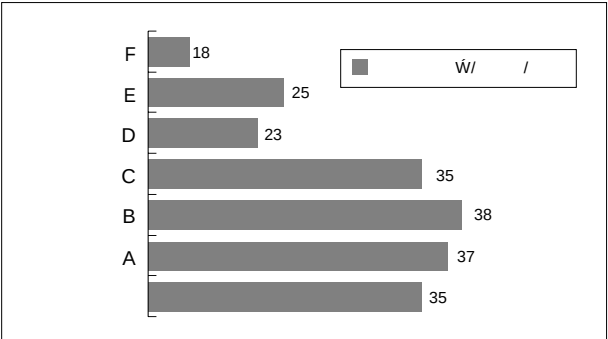
5 5 3 3
 Γ ~ 3 3
 щ 3 3
 Γ ~ 3 3
 3 Γ
 3 E
 П 3



2-81

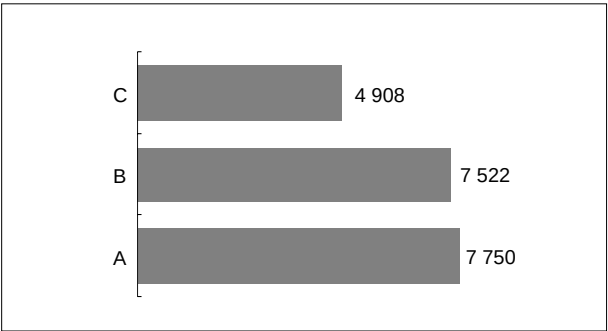
4. ý

3 1 2004
 ~ L
 2004 ~ L
 ů X Ā
 18~38Ŵ/ v
 δ 35Ŵ/ A B
 L C E
 D FHЉ d



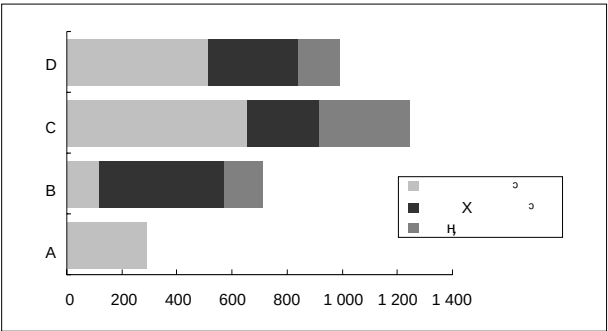
а 2 - 82

3 2 2004 L
 ~ LΘ ý
 2004 L~ LΘ
 ů Ā Θ
 5 000~7 800Ŵ/
 v A L E δ
 B C L E X A B LΘ
 C L 2 я



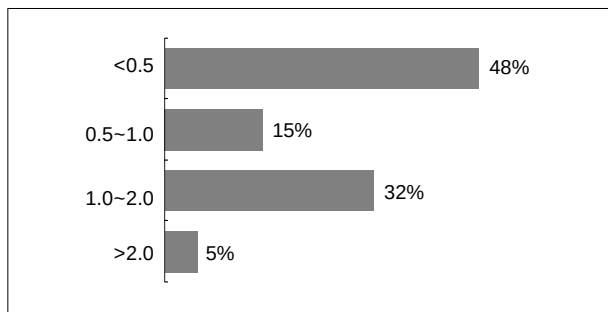
а 2 - 83

3 3 ~
 ů
 ~
 ů A δ
 E
 3 C
 3 B H
 C



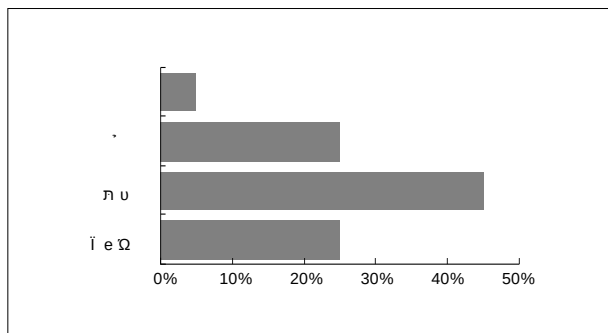
а 2 - 84

3 4 L ~
 H W 3
 L ~
 H W 3
 0.5 5 E
 1.0~2.0 3
 0.5~1.0 1.5



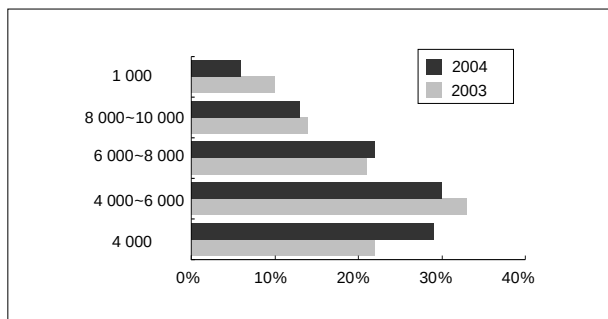
2-85

3 5 H T
 ~ 4 4
 ~ 4 4
 X 0
 45% E
 25% I e Q
 ~
 9.5



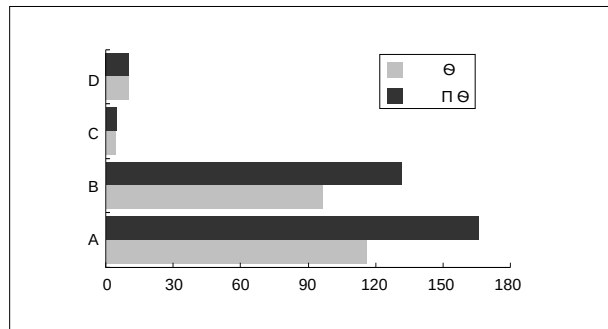
2-86

3 1 2003 2004
 2003~2004
 4 000~6 000
 8 000
 2004 2003



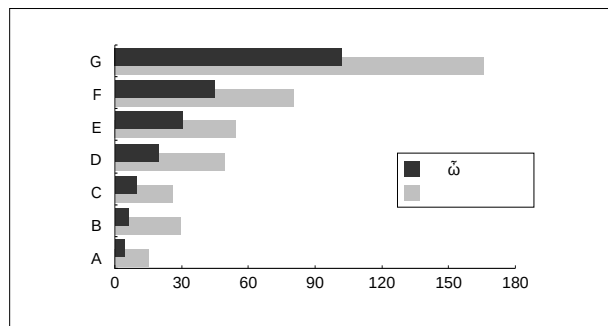
2-87

3 2 ~ L H
 П Θ ð
 щ ~ L H
 П Θ ð ~ L
 П Θ м Ъ Θ Ё
 X O Θ
 A B L



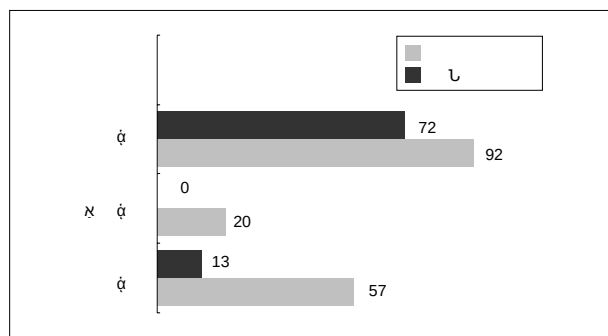
а 2 - 88

3 3 ~ L
 W ý
 ð L W
 X ~ L ð
 J O
 ð Ω



а 2 - 89

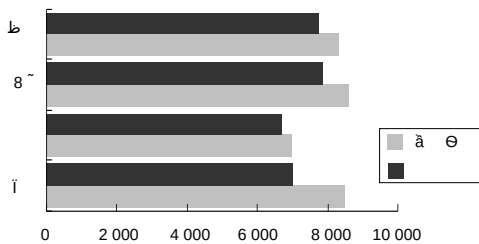
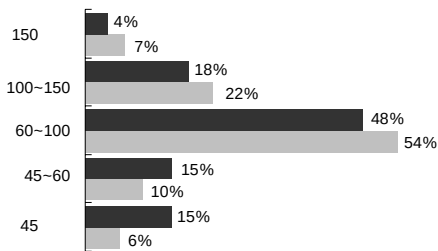
3 4 p 3
 p
 á p 3
 p X á
 Ж p
 п á Ж
 p



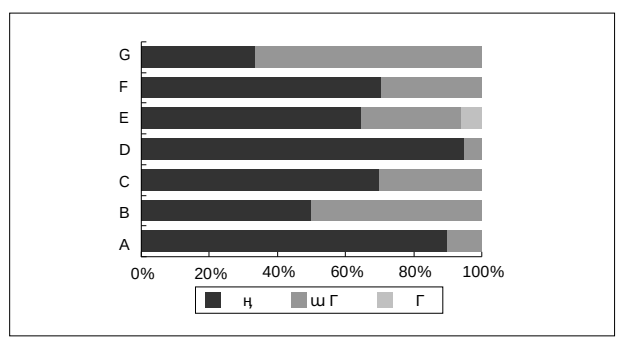
а 2 - 90

35 İ x π 4
L ũ
İ x π
4 L X
60~100 p
3 60
H x π 3
L 3 60
H "Ω 1

36 İ
Θ ũ

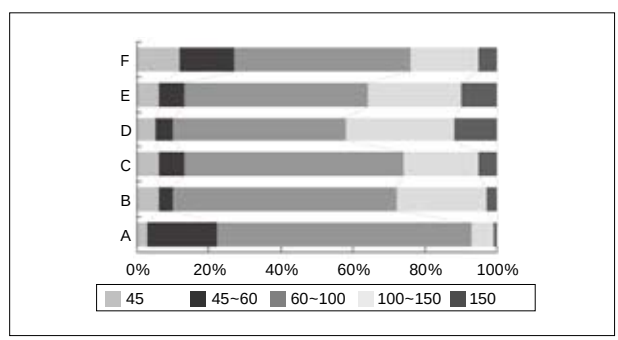


3 2 ~
 W ð
 ш ~ L W
 ð E L
 3 Г ~ L
 W ш Г Л Н
 δ . Е Г L ш
 Г δ ε M W B L ш Г Н
 W M Е ~
 L Н δ ε M W



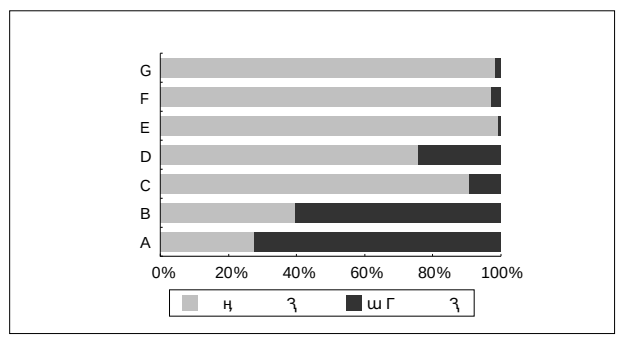
a 2 - 94

3 3 2004 ~ L İ
 Π ð
 2004
 ~ L İ Π
 X 60~100
 δ ε 45
 Π F L 45~60
 A L 100
 D L



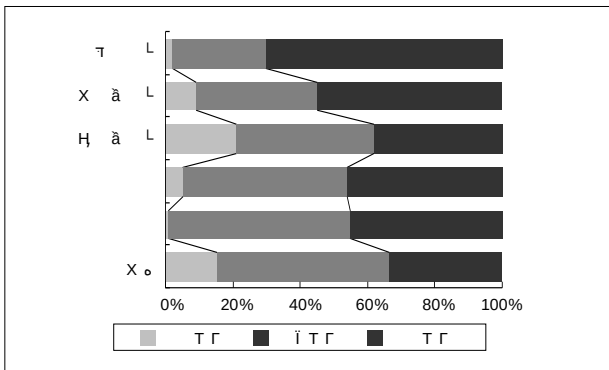
a 2 - 95

3 4 2006
 ð L ~ W
 3
 2006 ð L
 ~ W 3 X
 A B L Н
 W δ ε Е X E L Н
 W A L ш
 Γ W



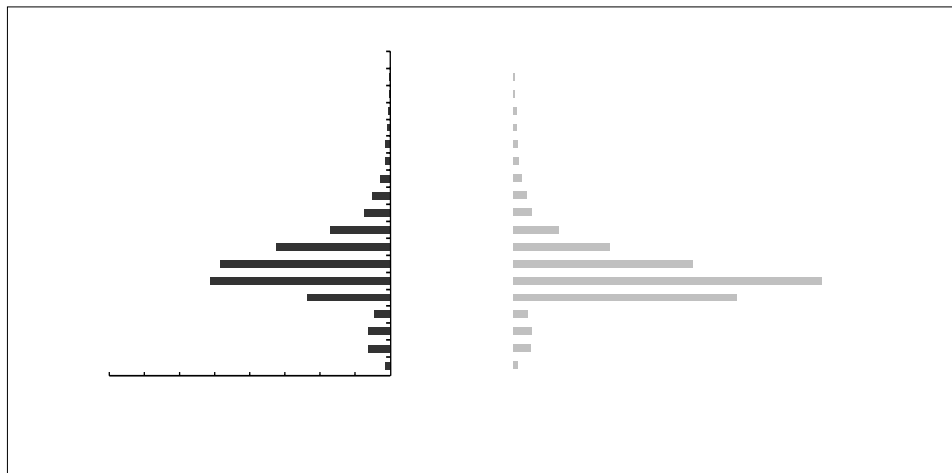
a 2 - 96

35 ~ L
 TГ
 ~ L
 TГ
 X H ã L T
 Г 3 7 L
 TГ 3
 İ TГ

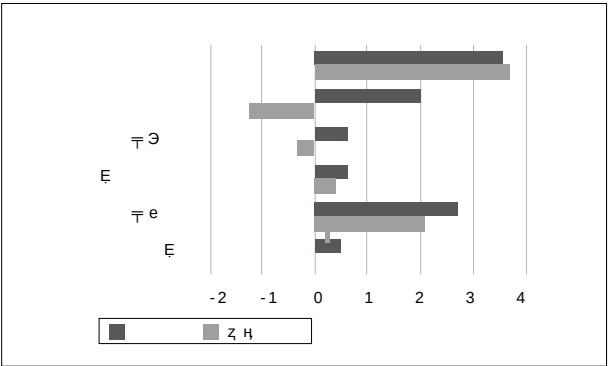


а

31 2000 é
 2000 é : 15~39 é 15~29 v
 Ъ Ы 3

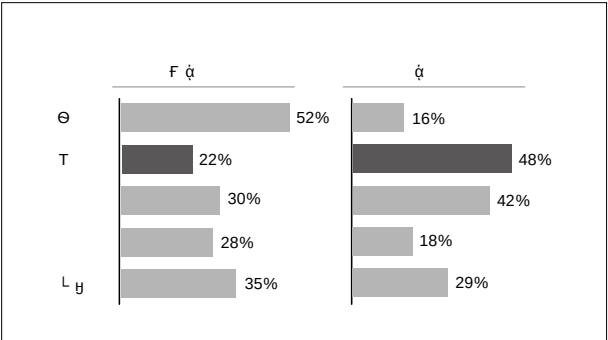


3 2 ~
 2005 ~
 10 F H
 X
 "Ω 5 'E



2-99

3 3 F ă
 ă ~ ă €
 F ă
 T O ă
 € F " '



2-100

|

|

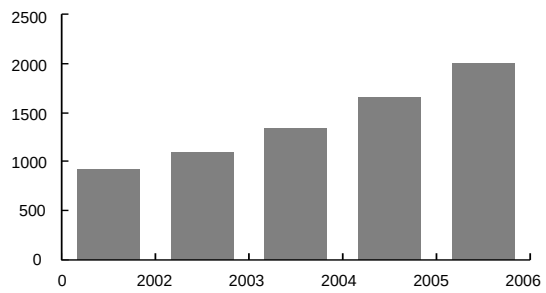
a



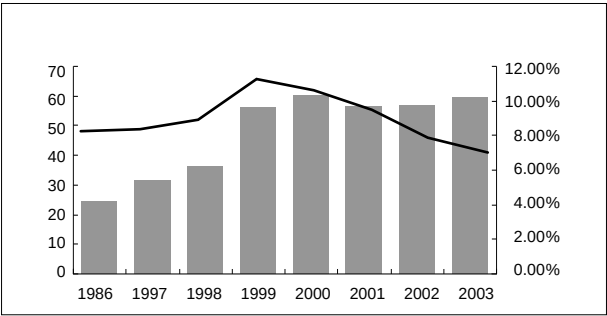
T J X

Ů Ж

ᄒ 7% 7



ā "H ~
7 9
Љ ~
9 % ā
N T
~
"Ω "Ω F
.



— a

3 z

1. 8

2-104X , ã

13 T

ǻ □

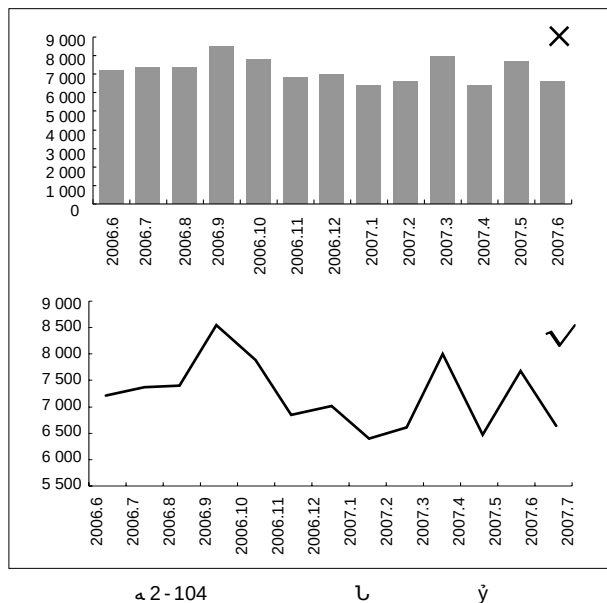
O~ d

ǻ ǻ % “ `

ǻ : F .

ǻ d

ǻ ǻ % “ Ë

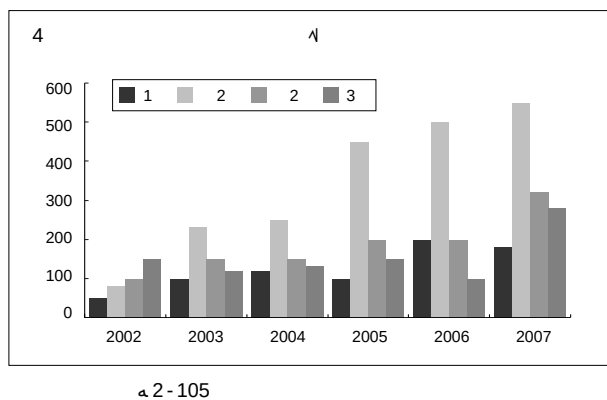


2. 3

2-105 ã

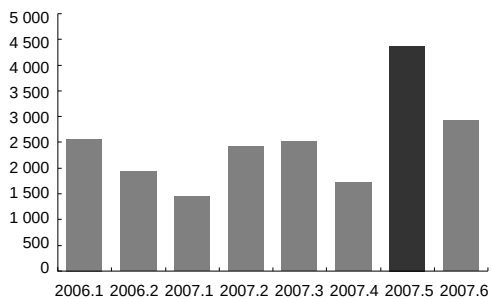
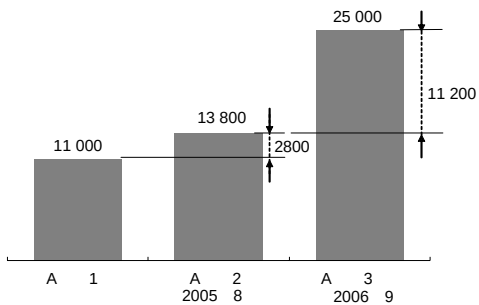
□

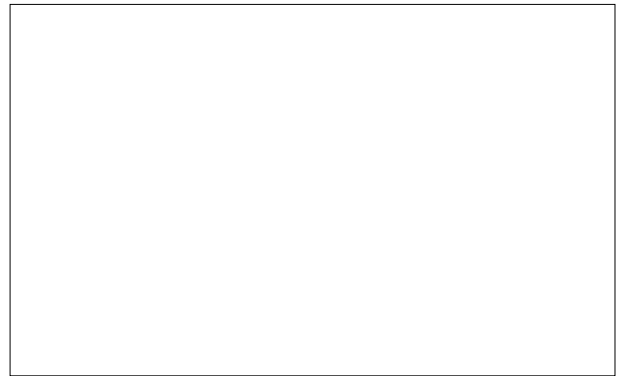
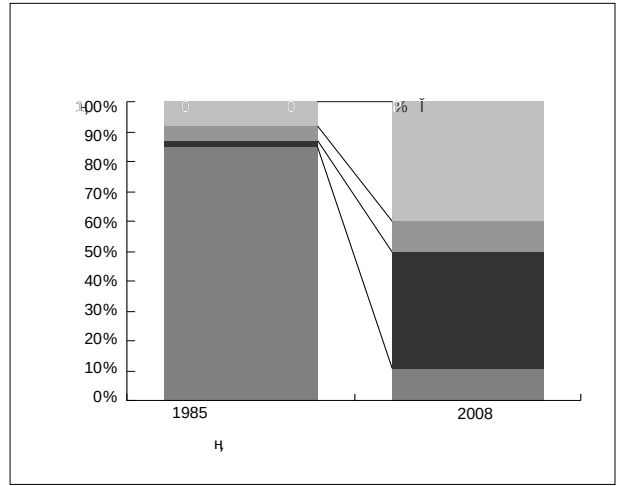
ǻ F

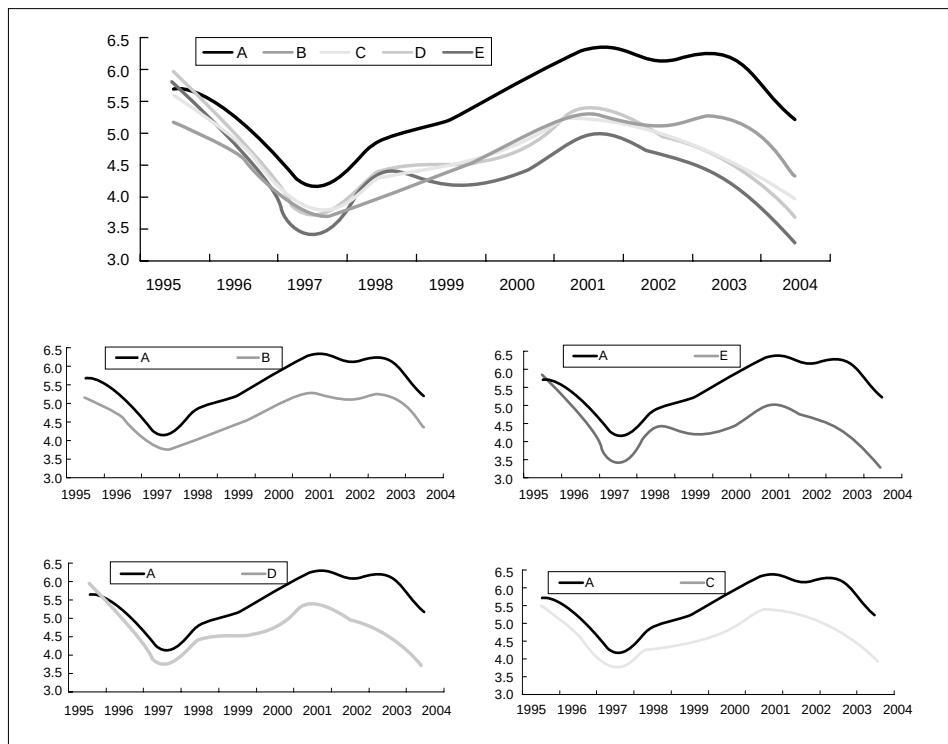


2. '

.





$\tilde{a} \text{ Л}$ ω
$$\Omega$$


a 2-113

2.

; 2-114X

$$: N$$

2

$$\mathbb{L} \tilde{\mathfrak{U}} \tilde{\mathfrak{I}} \quad \zeta$$

'0

2

 $\vdots$ $\mathbf{X}$

7/8 "A

'0

ד

 $\frac{7}{8}$

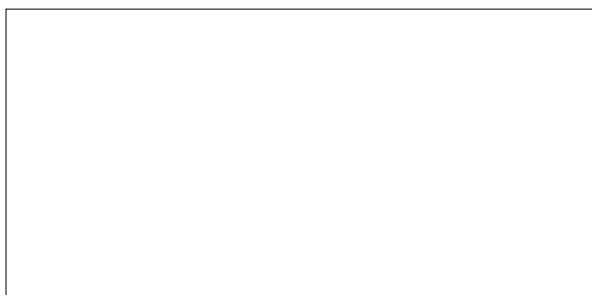
C

2

2

1.

5 7/8 . 3 “

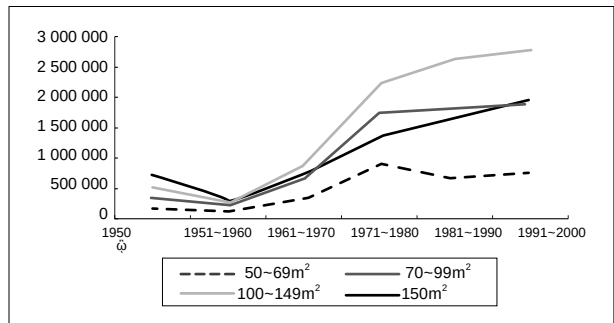


2. ‘

ũ



Љ



а 2-117

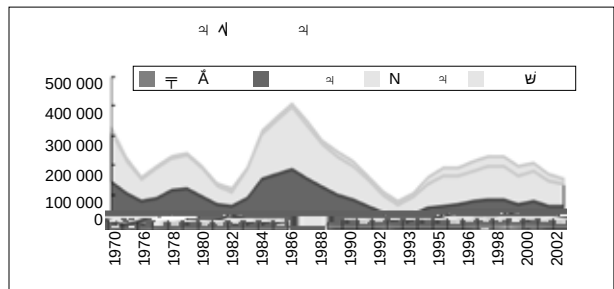
2

1.

а

T

ᠠ ᠨ ᠭ

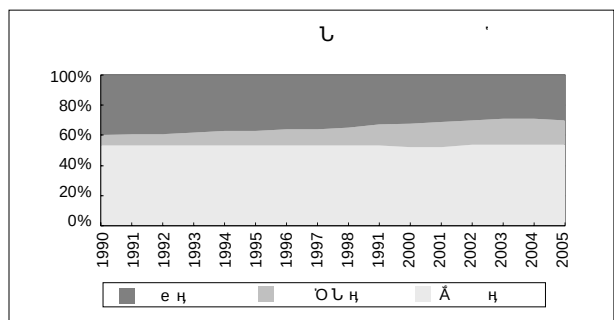


а 2-118

2.

а

"

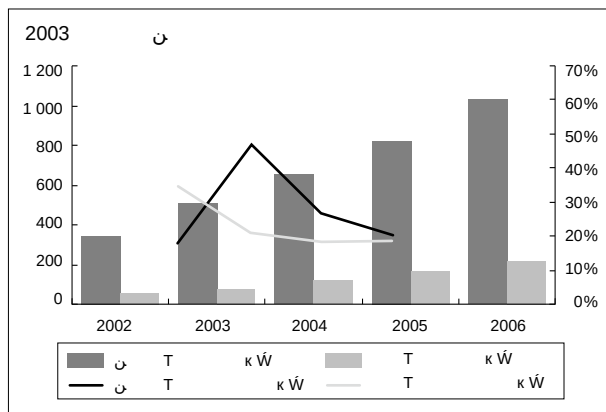


а 2-119

а

4

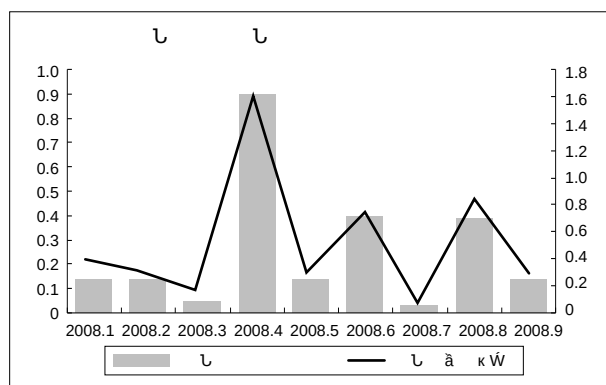
Б



а 2-120 2002 2006

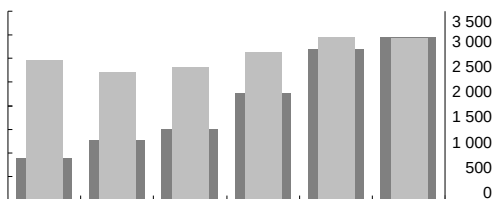
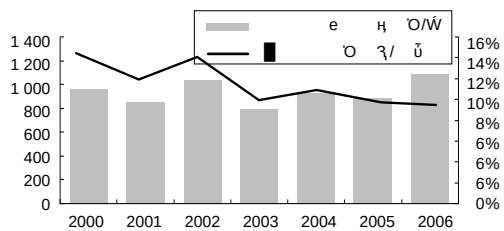
()

Ф



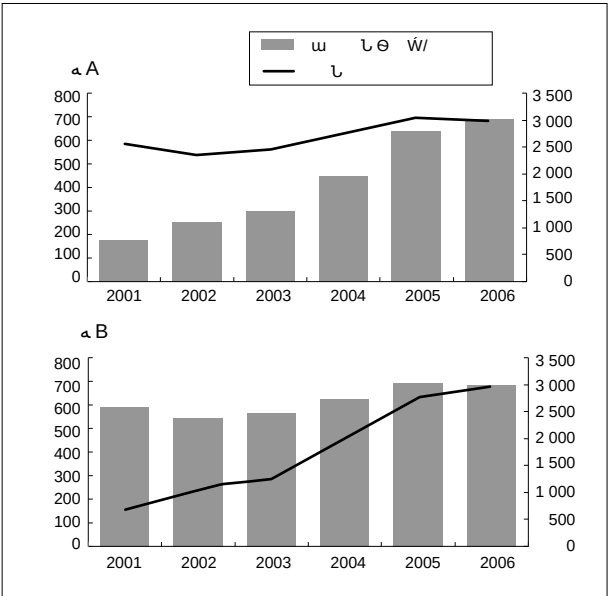
а 2-121

a



. : A . ლ
 p d 3 % 3
 p 0 3 % “

. : B . ლ
 p 0 d 3 % 3
 p 3 % “



ა 2-125 ბ w 3 ლ “

ა ა ა

“Ω : T 1 X 1 T
 X ê “ 3 % “ ý

2-7 ა 1

а & а

1. Т ѱ

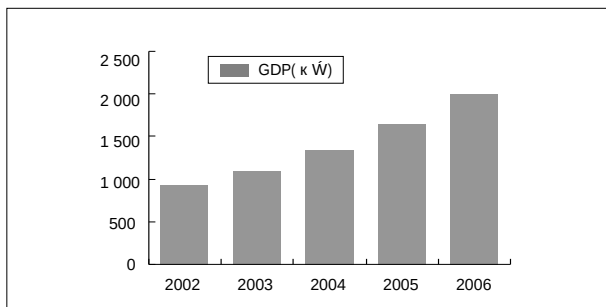
Ѓ 1 2002 2006

GDP ё

2002 2006

GDP J

25%



а 2-126

Ѓ 2 2002 2006

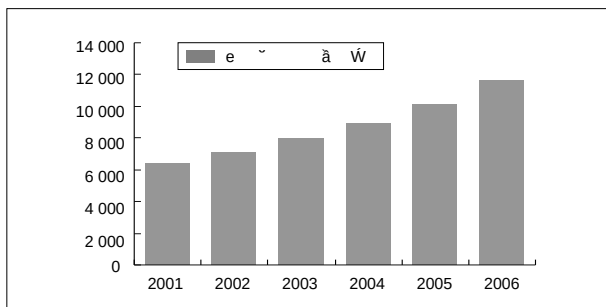
e ё

ё

2002 2006

e ё ѱ

20%



а 2-127

Ѓ 3 2002 2006

T

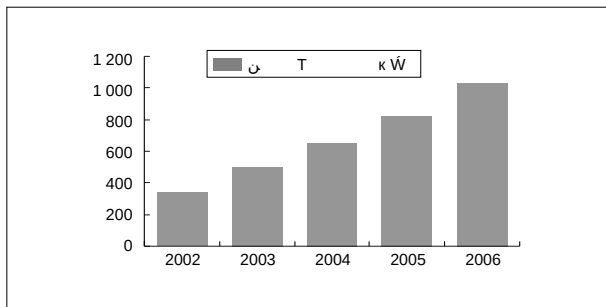
ё

2002 2006

T ё

J

35%



а 2-128

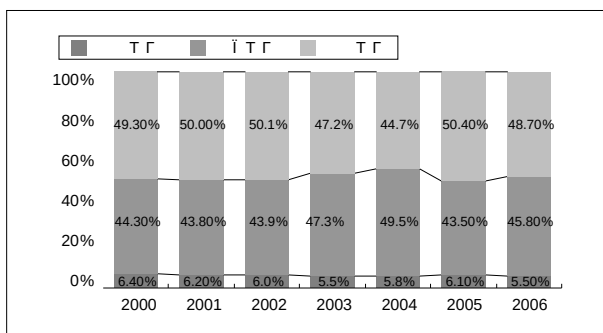
34 ТГ 5

щ ТГ

İ ТГ 3%

2003 2004

İ ТГ 3%~6%



а 2-129

35 3% 5

3% 14 30% 20%

30% 26 30% 70% 80%

26 70%



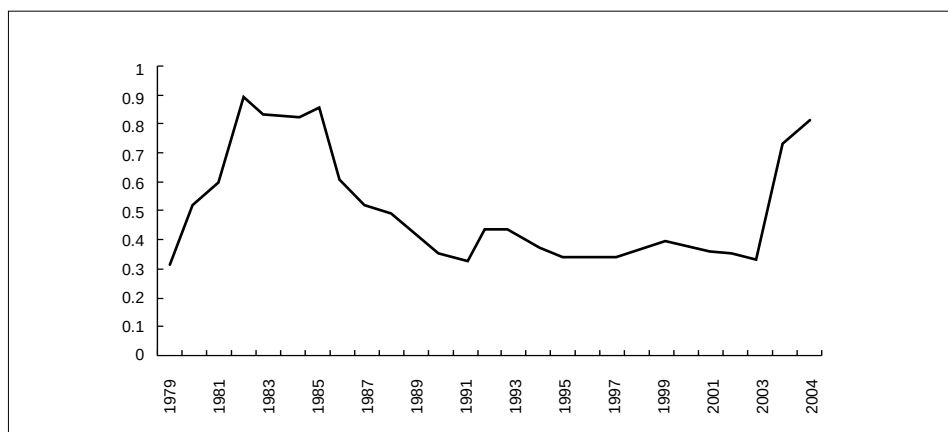
а 2-130

36 〇

1979~2003 〇

1982~1985 〇

2003 〇



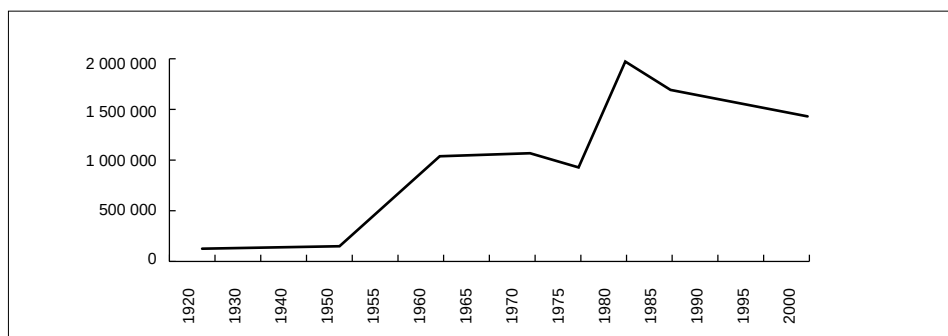
2-131

37

1973~1978

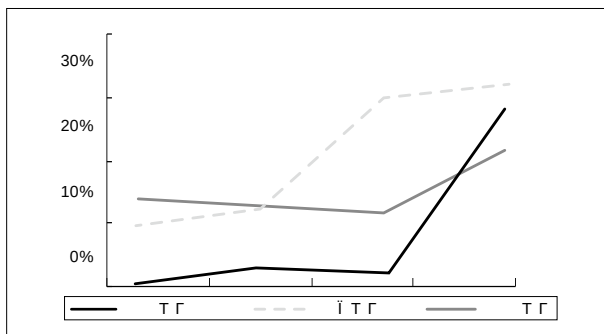
1983

1980



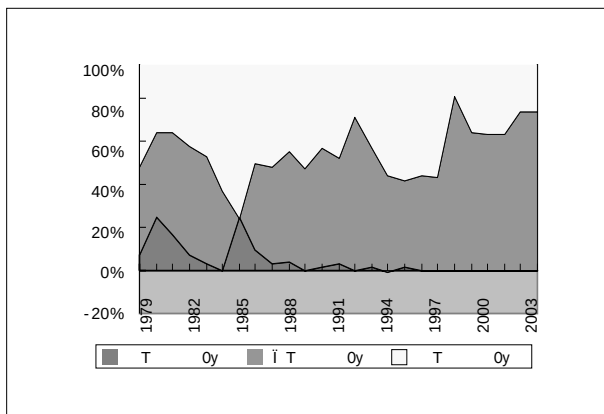
2-132

з 8 Т Г
Т Г
И Т Г 2002
2003
Т Г 4
Т Г 2003



а 2-133

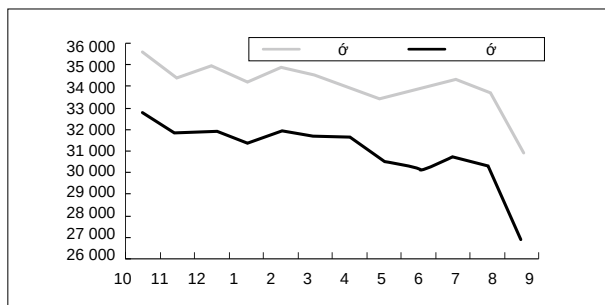
з 9 Т Г
Оу
щ Т Г
Оу 5
Т Г 1980
4 1985
20% 1996
5
И Т Г
1985 1998
80%
1999
ε м Т Г
1985
80%
2003 Т Г 20%



а 2-134

2. ý

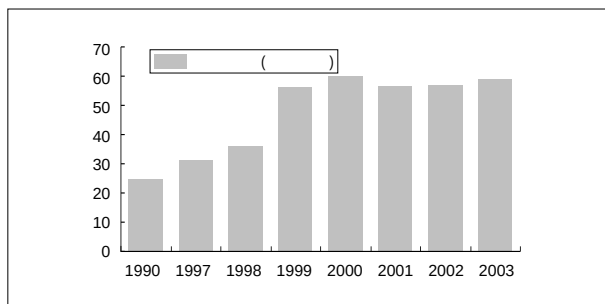
31 X L İ ó
 Ө “
 ы X L İ ó
 р Ө “
 ó 4 ó
 ı “ N
 Ө 2 000~5 000W/
 v



а 2 - 135

3 2 ♦ ы

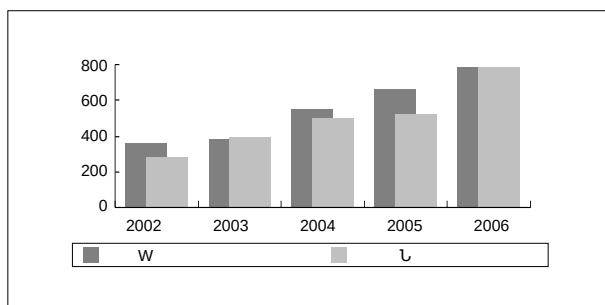
ы ♦ ы
 1996 ~2000
 ы р
 1998~1999 ı
 2000 .



а 2 - 136

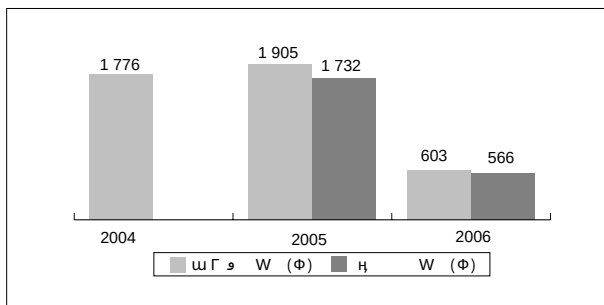
3 3 ♦ TW

3 р ý
 ы 2002~2006
 TW 3 р
 5
 TW



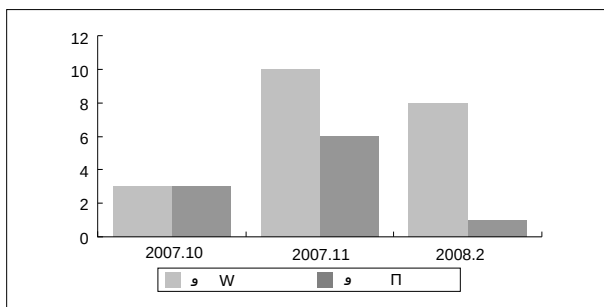
а 2 - 137

3 4 ♦ H
 W
 W 2004~2006
 H W W
 2005 W W
 2006 H
 W



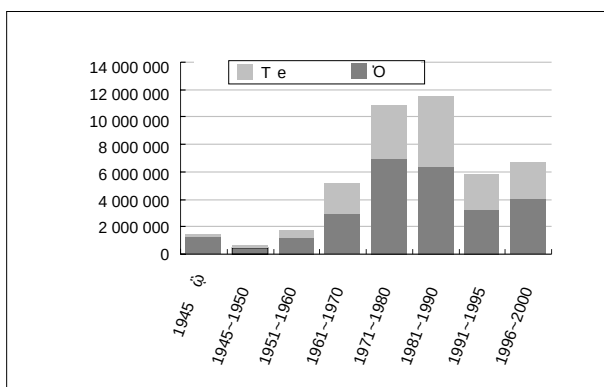
а 2-138

3 5 .
 H W
 П y
 H W
 W
 W
 Лб



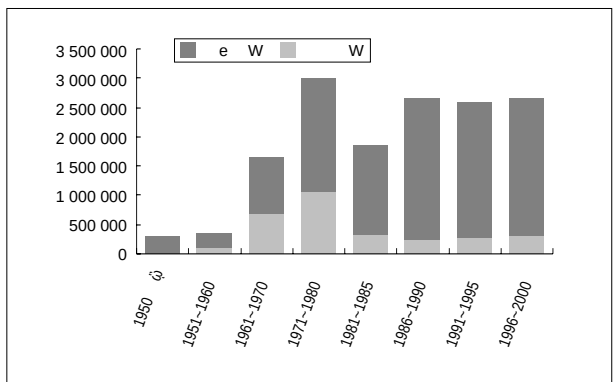
а 2-139

3 6 ~
 H
 W 2000
 W 1970~1990 H
 W T
 e W



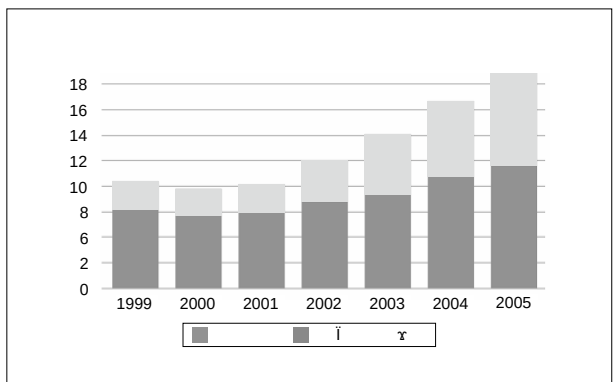
а 2-140

37 ы X
 4 е ы 3 5 %
 ы X 50
 е ы W δ
 ε W 1950 .
 1980 ǣ
 100 1980 .
 W 50
 ,



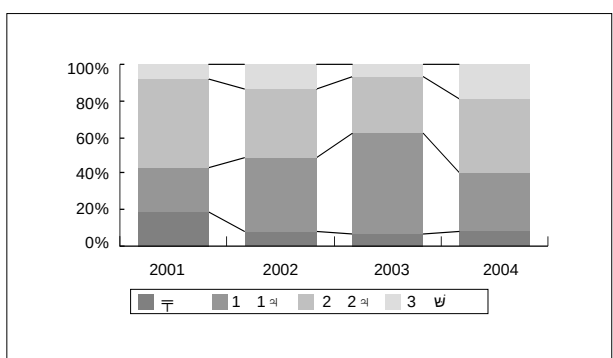
а 2 - 141

38 ы X
 4 İ x
 4 3 5 % ǔ
 щ ы X
 4 İ x 4
 3 5 % ǔ N 7
 ε M
 Ж İ x
 Ъ



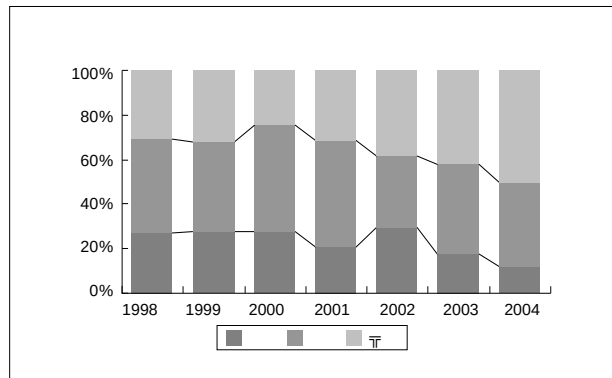
а 2 - 142

39 ♦ ǔ
 L ǔ
 2001 2004
 ~ W 3 λ
 5 % 1 4 2 ■
 ε M 3 4 7
 20% ̂



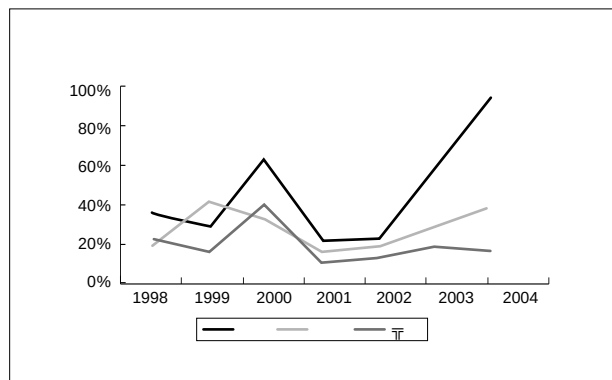
а 2 - 143

3 10 2001 2004
 ~ W
 3 3 5 %
 1998~2004
 3 L 5 %
 4 “ 11
 “Ω 1 3



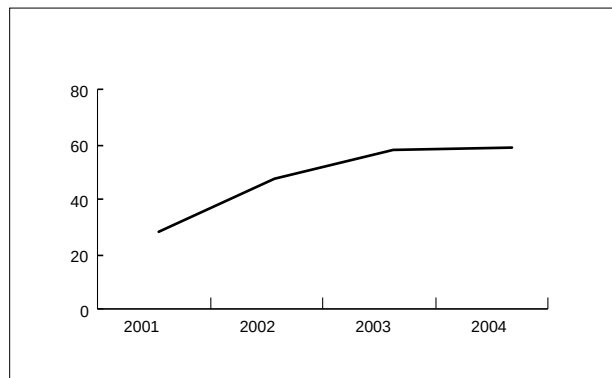
α 2-144

3 11 3~
 LW
 ~ LW 3
 2000 .
 L W
 L E



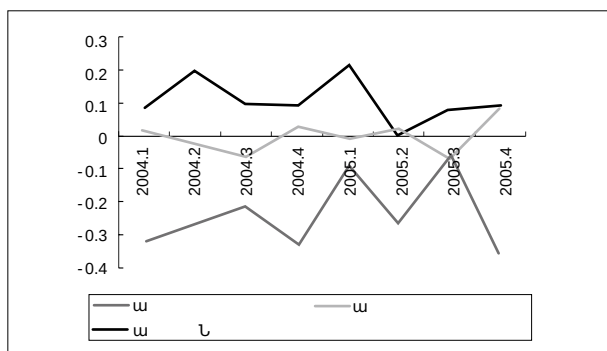
α 2-145

3 12 11
 p /
 2001~2004 11
 p
 4 11 “



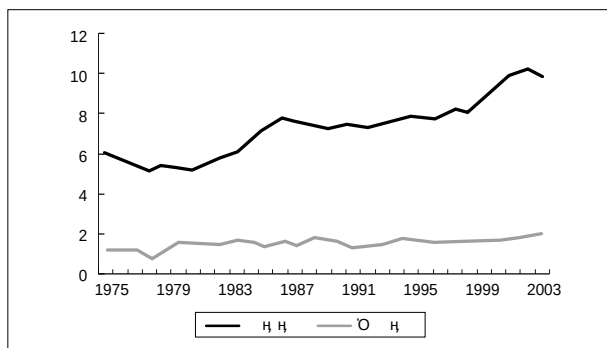
α 2-146

3 13 ы
 3 р
 ы ы 3 р
 ы
 р
 ы



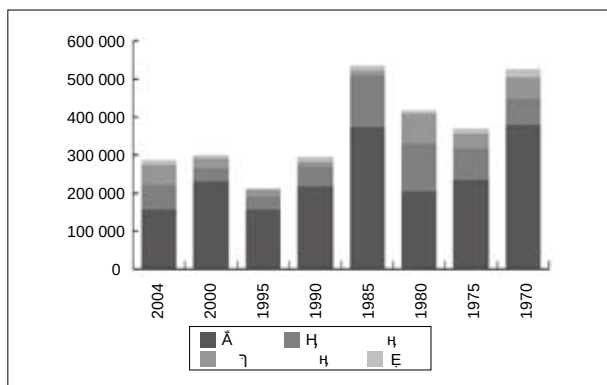
а 2-147

3 14 1975 2005
 ы ы
 ы 1975 2005 ы
 ы ы ы



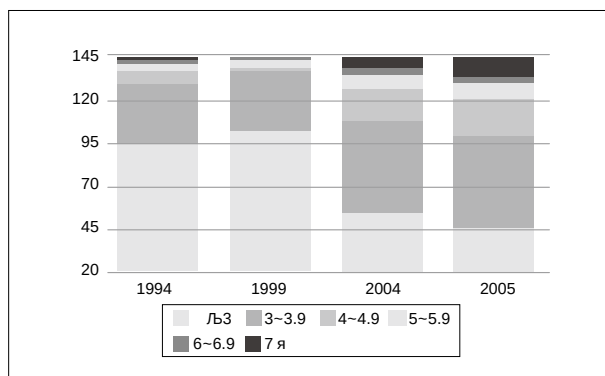
а 2-148

3 15 ы W
 ы W ы
 ы 1970 ~ 2004
 ы W 1970 ы
 1985 ы W
 W ы
 ы



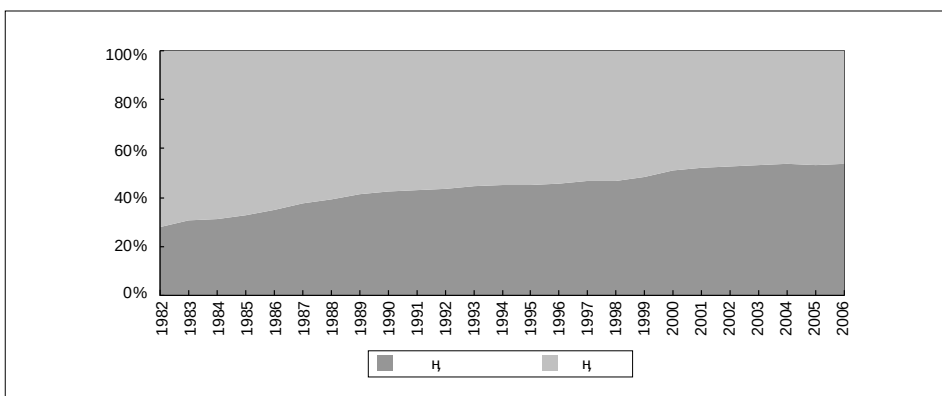
а 2-149

3 16 Ө ã
 ã
 щ 4 Т Оу Ө
 ã ã 1994 4
 1999 Ө ã
 Ъ3.9 δ ε, 2004 4 2005
 "Ω Ъ4.9 δ ε Ъ3
 3 , 4~4.9
 3 П



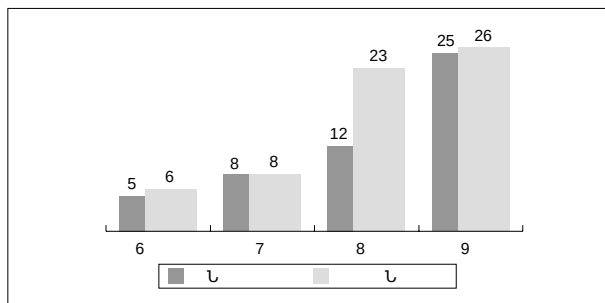
а 2-150

3 17 Һ ã
 щ 1982 ~ 2006 Һ ã Ғ Һ δ ε м δ 4
 Һ



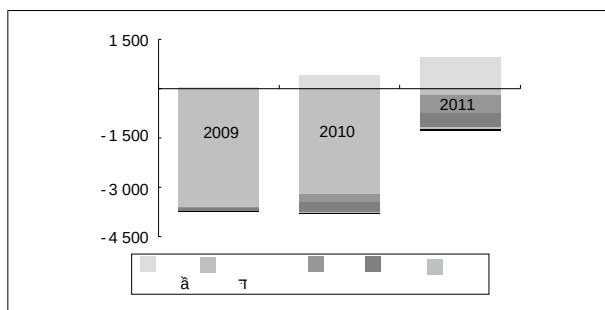
а 2-151

3. ÿ
 1 р
 ÿ
 щ р
 ÿ р
 8 р
 2 я 9 р
 6 4 я



а 2-152

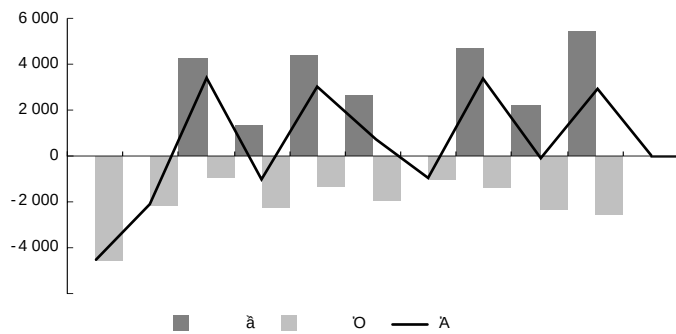
2
 "H
 3
 : ã
 М ã
 'O
 Ĩ "Ω 'O δ ε Ε
 X 7 9



3 V ð
 ã 1 'O
 щ V ð
 ã 1 'O
 2007 2009 ll 4
 2009 ll N
 Å ~ 'O
 ã

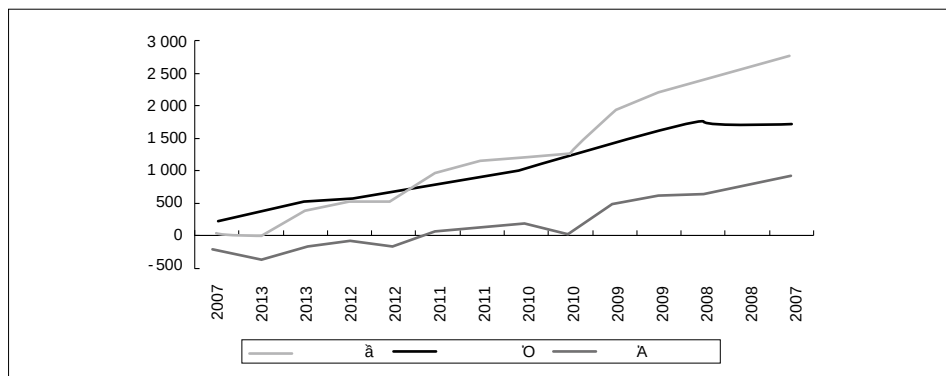
2-154 2-155

$\mathfrak{z} \ 5$ $\mathbb{V}$ $\mathfrak{q}$ $\mathfrak{z}$
 $\mathfrak{z}$ $\mathbb{V}$ $\mathfrak{q}$ $\mathfrak{z}$ 2009 $\mathbb{L}$ $\mathfrak{z}$
 $\delta \ \varepsilon$ 2011 $\mathbb{L}$ $\mathfrak{z}$



С` : 2-157

36
 2009
 2007

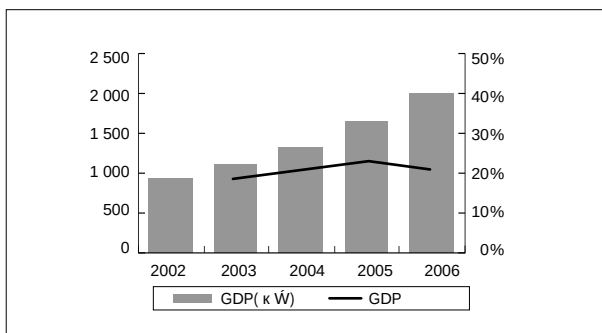


2-157

2-158

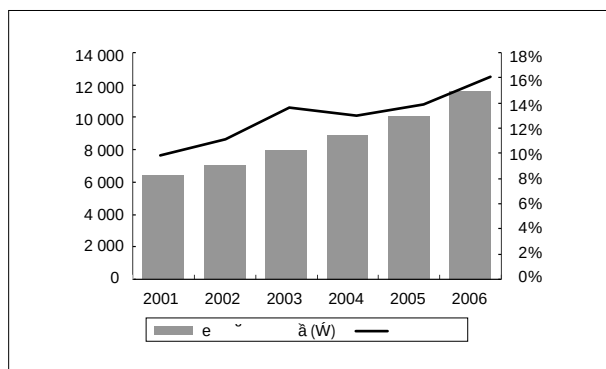
1.

31 2002 2006
 GDP E
 2002 2006
 GDP 2005
 E

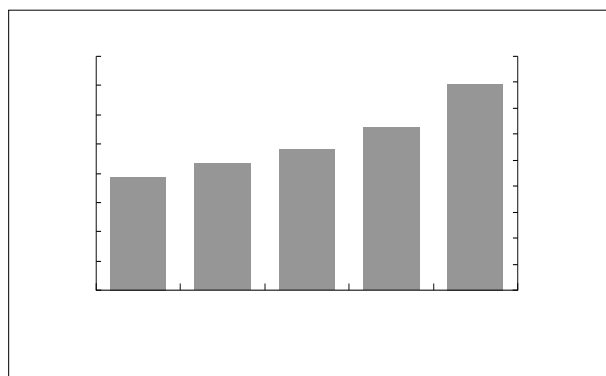
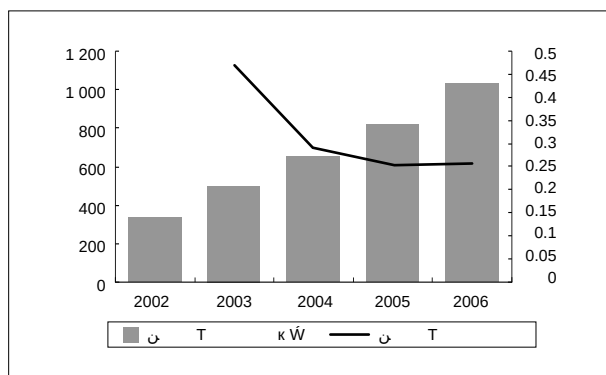


2-158

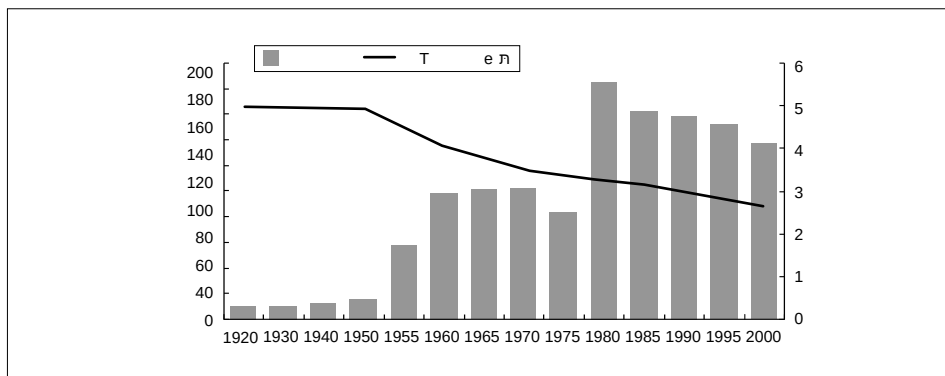
32 e`
 2001~2006 e
 2001~2003
 2003



33 ♦
 T ý
 2002~2006
 T
 2004

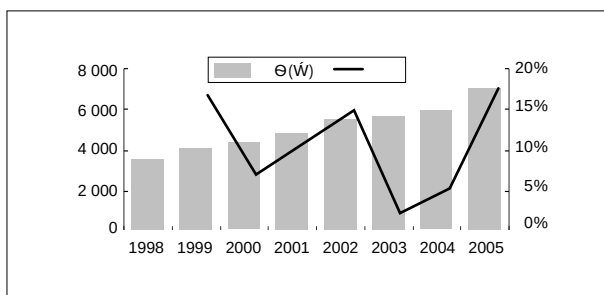


35 1 5% ,
1920~2000 1950



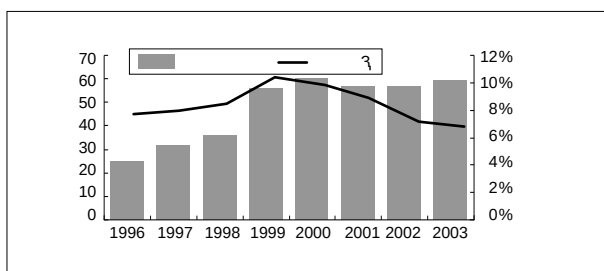
2-162

2.
31 p
Θ
1998~2005
п p Θ
X 2000~2002
2003~2005

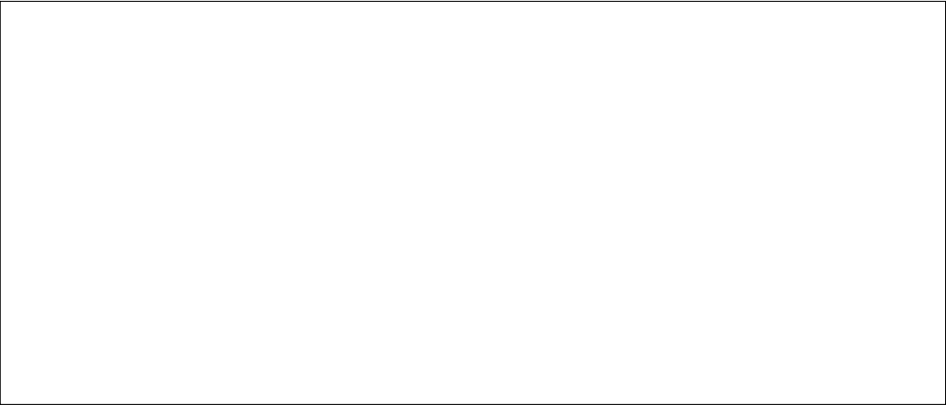
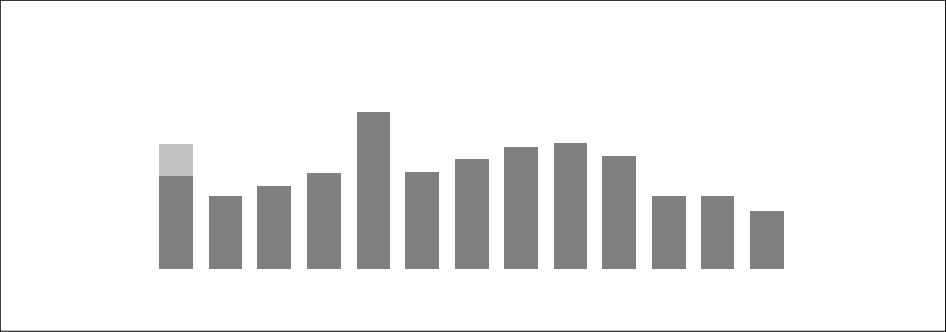


2-163

32 ♦
3 3
п 1996~2003
1999 6
1999
3 1999
Л 1999 1



2-164

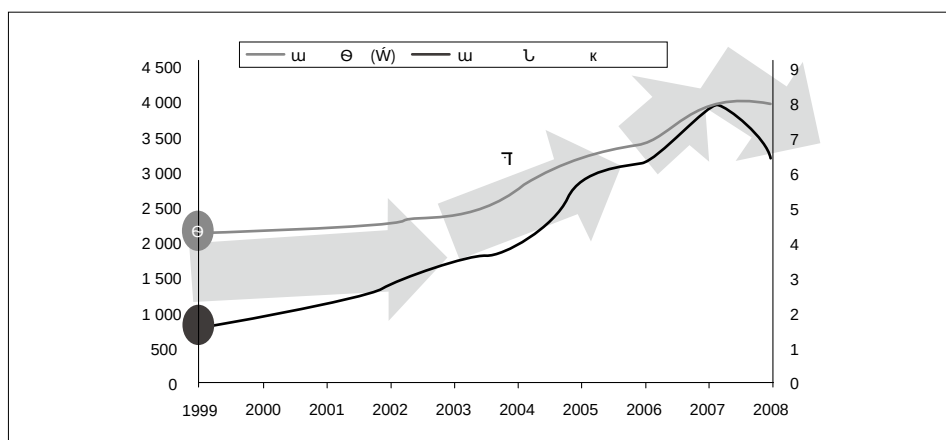


()

N : ~ F İ 5 7/8 “ 3 ä

31 1999 2008 Å . u Θ ”

2008 $\tilde{A}$ η Θ $\mathcal{O}$ $\blacklozenge$ $\mathbb{T}$

$$T \stackrel{E}{\sim} \sqrt{} \quad T \stackrel{a}{\sim}$$


a 2-167

N . . F T 5 7/8 " β

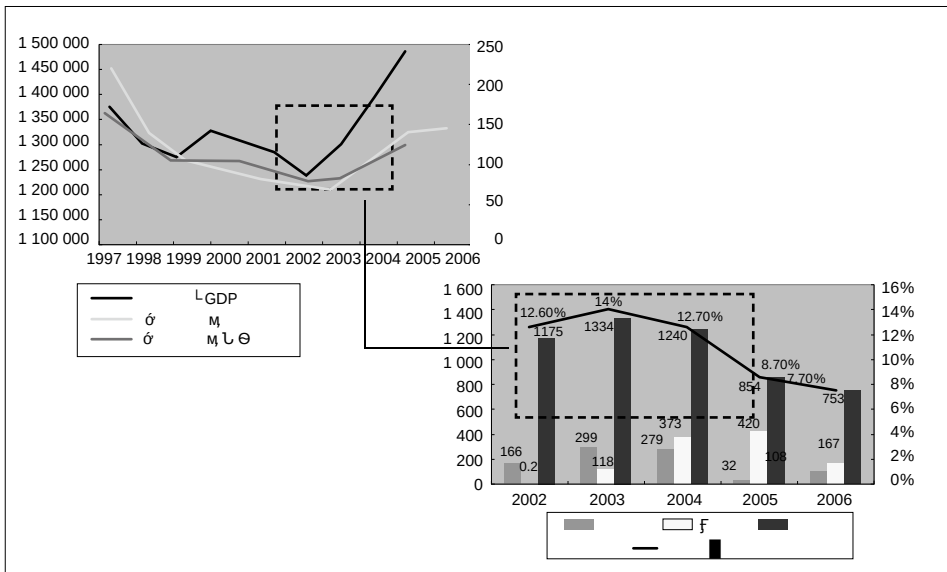
32 ó GDP ā

	2002	2005	
0			0

L GDP 7

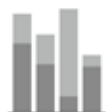
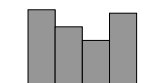
$$\tilde{a} \quad \text{GDP} \quad \acute{o} \quad \sim \quad \acute{o} \quad \mathbb{A} \text{ p } \Theta$$

“Ω GDP . ā f θ



α 2 - 168

a



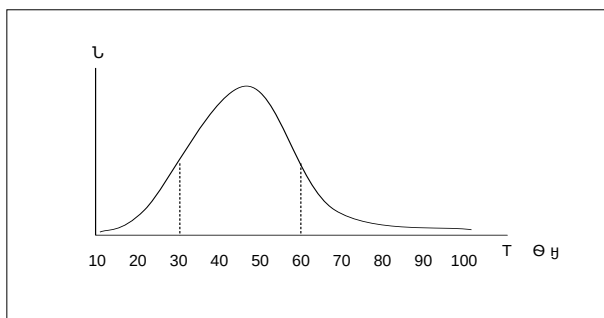


ЖЕ : ã √ ã ã

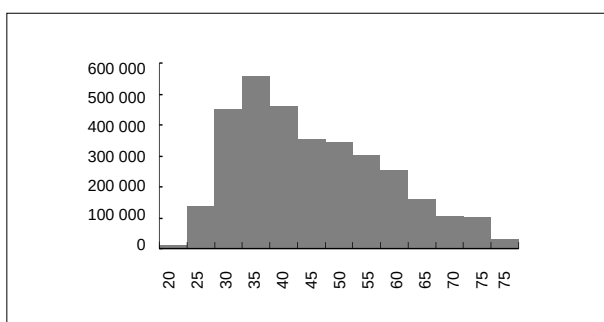
T = Å ♥ N ♥ N ♥ J N ♥ Ц T

ý ã ã ŭ Ě ý
ã ã ı N ı ı
ã T x ó : : S`
ı ı ı

4

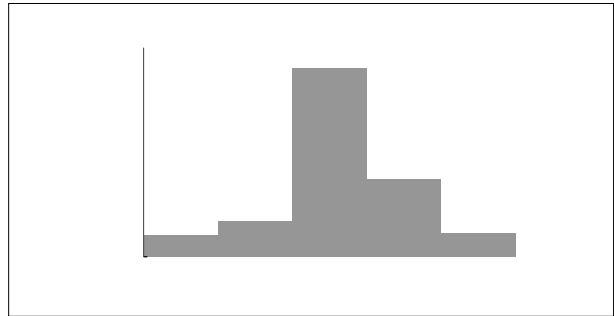
$$\begin{array}{ccccccc} & & 31 & T & \Theta_H & & \\ p & & \tilde{a} & & \dot{y} & & \\ & \Theta_H & & 30 & 60 & \dot{W}_U & \\ & T & p & & & & \end{array}$$


$\mathfrak{z}_2$ $\tilde{u}$
 1998
 $\tilde{u}$ ε
 X 30~45 v

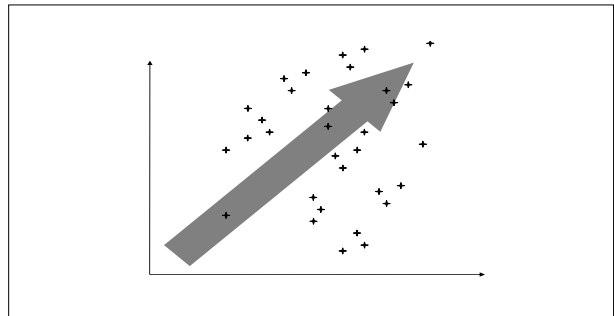


a 2-170

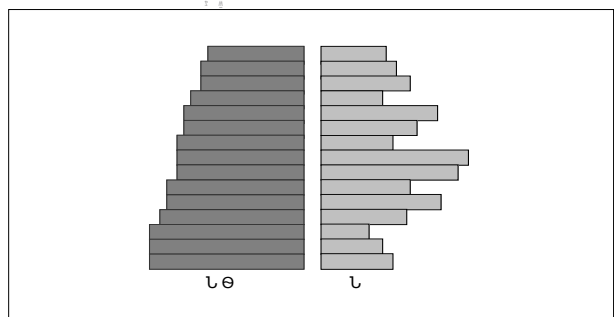
3 2003 2004
 I Π
 2003~2004 I
 Π ε X
 60~100 υ



4 2
 2-172 N
 2



5 p θ
 p ã
 p θ p
 ã



|

|

a



1. T J X ã "Ω ŭ J

2-8

a

|

|

a

2-9 a N 1



1. Ω
~ L2009 9 İ p
:

	11 722
	1 980
	2 604
	2 367
	2 814
	1 678
	279

2. ң
. p 560
Е Π ~
:

	390
	35
	56
ψ	17

3. L 4T
~ Γ ϑ Γ
"А : Ў

	/	/
A	1.8	4.5
B	2.4	7
C	2.6	6.5
D	1.5	3

4. L 4 T
~
"A
:
ũ

	2	3	4
A	170	183	160
B	29	58	58
C	61	234	56
D	118	152	140

5.
2005~2007 T
W ɹ Π "A
:
W
ũ

	()	()
2005	559.1	526.6
2006	302.5	250.4
2007	488.2	345.2
D	1.5	3

6.
% "A :
7

	(%)
2000	39.4
2001	39.6
2002	40.3
2003	43.6
2004	44.2
2005	46.3
2006	47.1
2007	47.3

7.
2003~2006 T
ɹ
"A , ũ “

		%
2003	51.9	41
2004	62.5	22
2005	76.5	22
2006	106.01	32

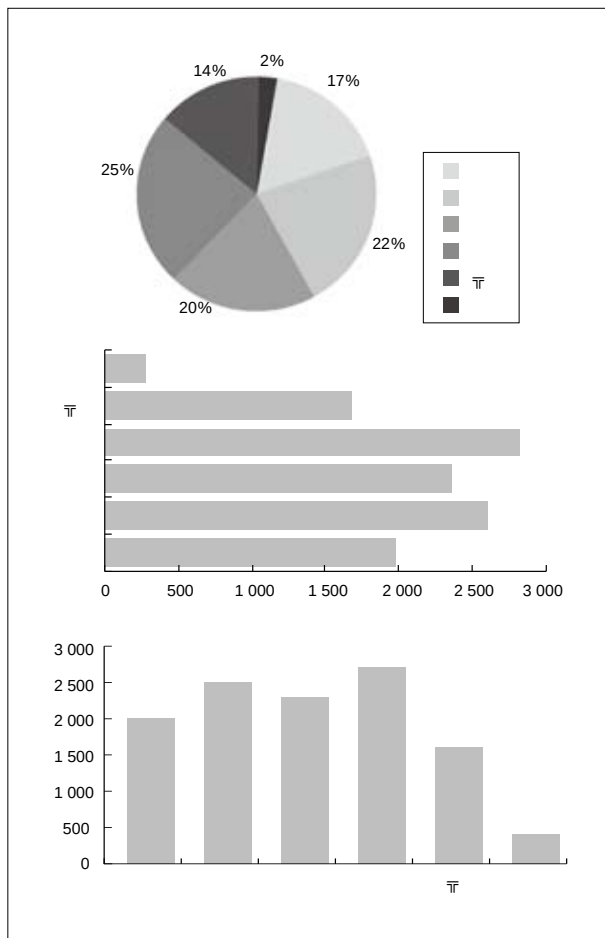
8. L
 ы р Ѡ ѡ р Ѣ
 ѣ : џ N Ѣ

1	(м²)	(/м²)
2006	51	5 400
2007	65	7 600
2008	17	11 390
2009	111	6 700

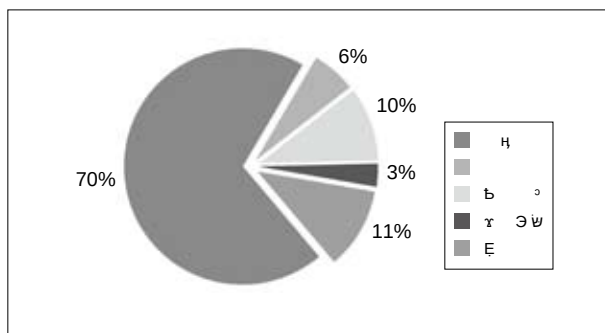
9. Ѡ
 . П
 Ѣ : Ѣ џ

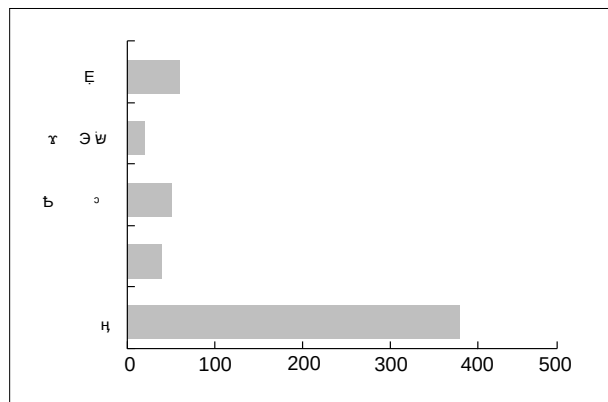
	390
	35
	56
ѡ	17

1. Т ,
 Ж,
 ~ ~ Л ■
 : :
 : Л~ Л 0



2. 1
 ~

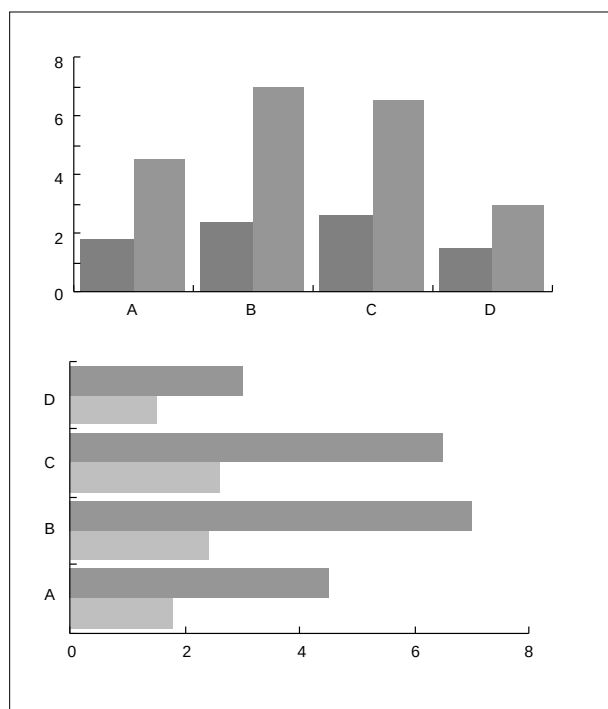




3. 2T

: 1 : Ж

:



4. Ъ

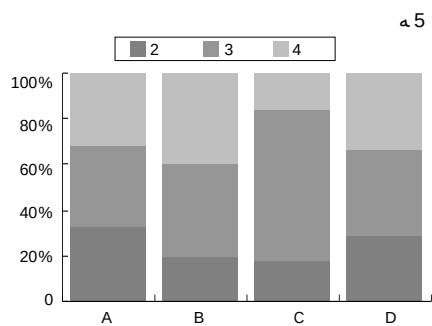
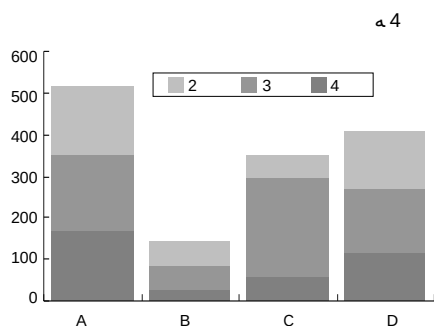
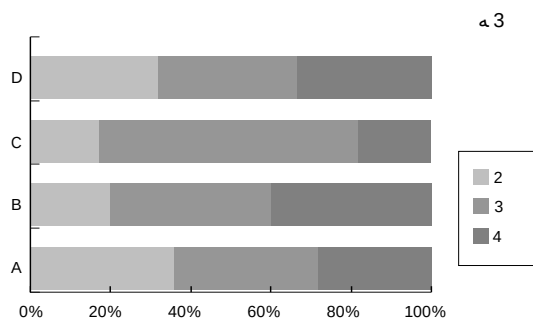
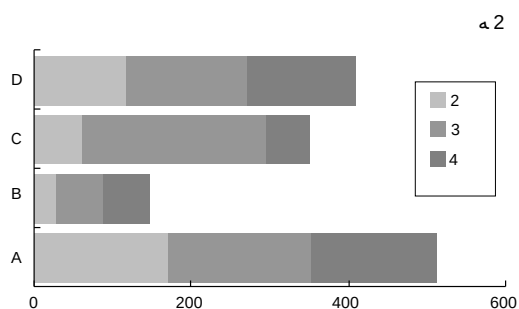
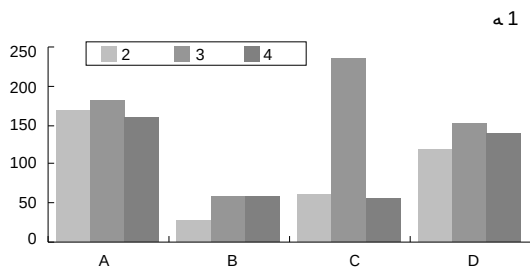
$$\tilde{U} \quad \mathfrak{a} \quad : \quad \mathbb{A}$$
$$: \delta \varepsilon \quad \square$$
$$5 \qquad \vdots \qquad \qquad \qquad \vdots \qquad 1$$
$$\tilde{v} \quad ; \quad ; \quad 2$$
d. $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$ 3 $\tilde{u}$: :

4 d

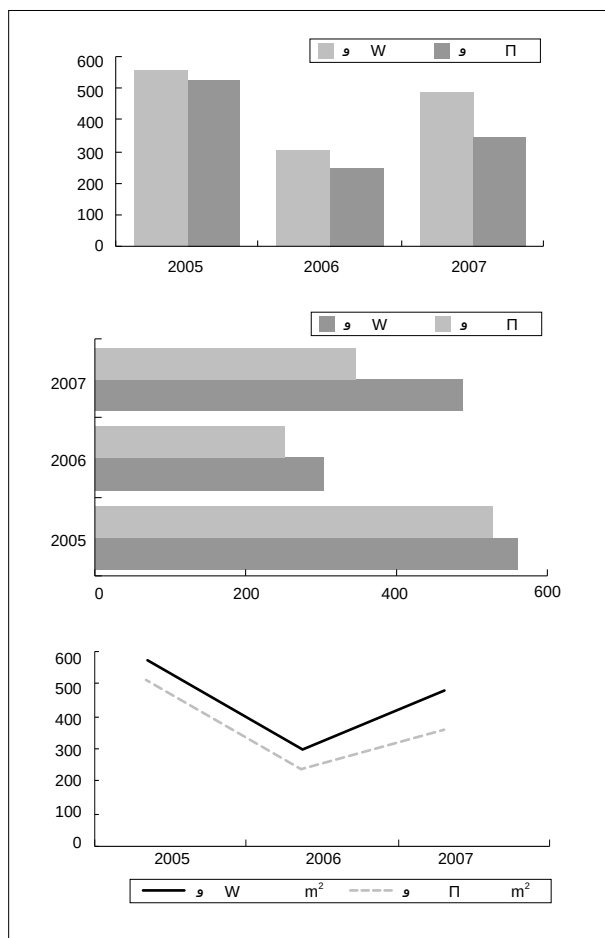
5 ð ; щ

$$2\mathcal{A} \quad ; \quad 3 \quad \quad \quad \mathcal{E} \quad \quad ; \quad 4\mathcal{A}$$

: 5 : 1

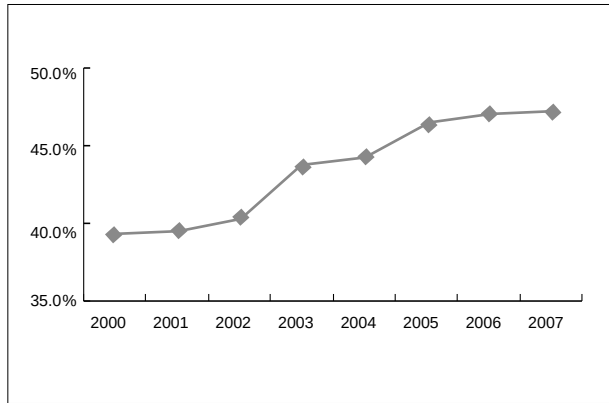


5. 3T ,
 F W :
 : : Δ δ
 3 “
 : X
 5 %



6. $\dot{E}$

“ : : ”



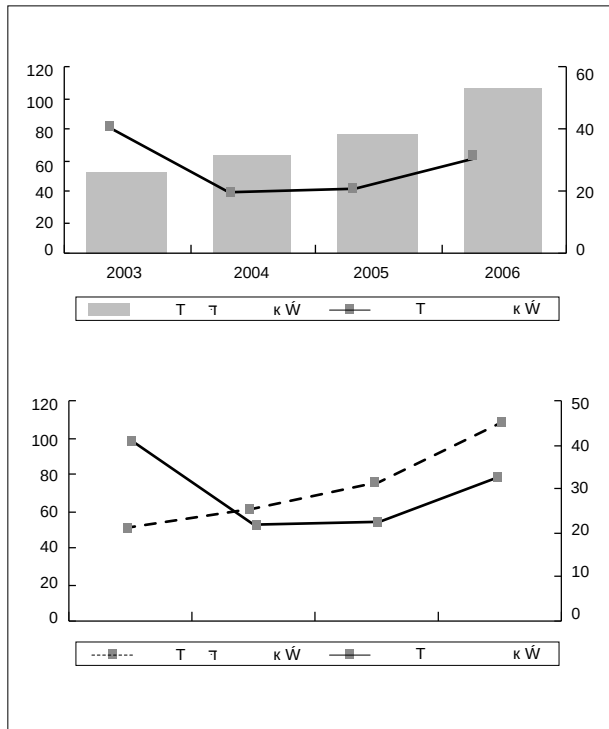
7.

“ : . : ”

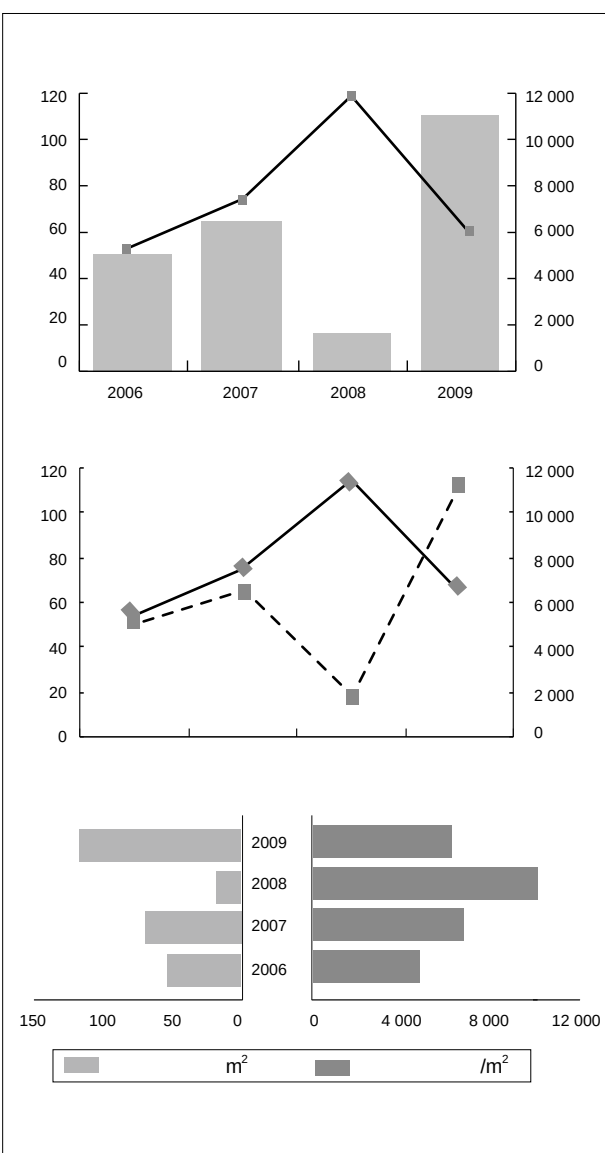
$\bar{r}$. :

M_T T :

M_J “



8. ,
 : 1 2 :
 Ж О ~ П 1
 Ө Т 9 %
 П 1 Ө 0
 Ғ ă
 ă ă : Ж`
 0 П
 1 Ө 0 ă
 ă



9. ~

щ ~

 : 2 : 1 .

~ : 2 X ã

 O~

Ж p : 3Ω

~ %8 ũ

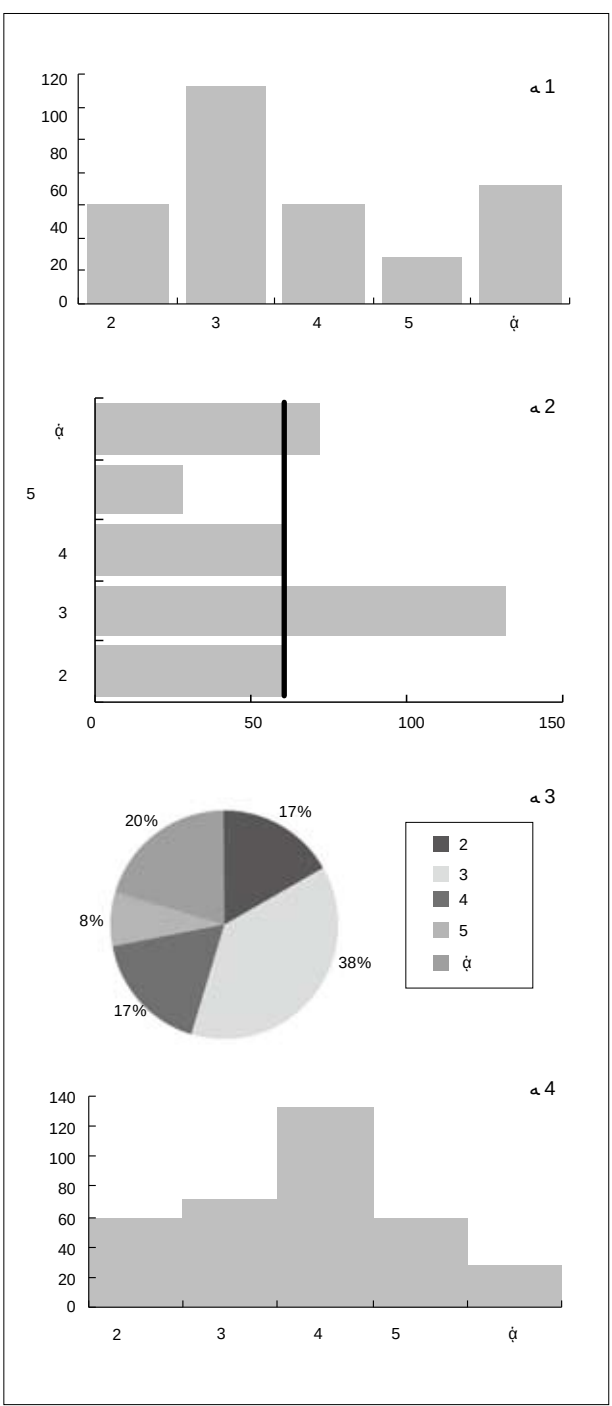
ý O3 %8

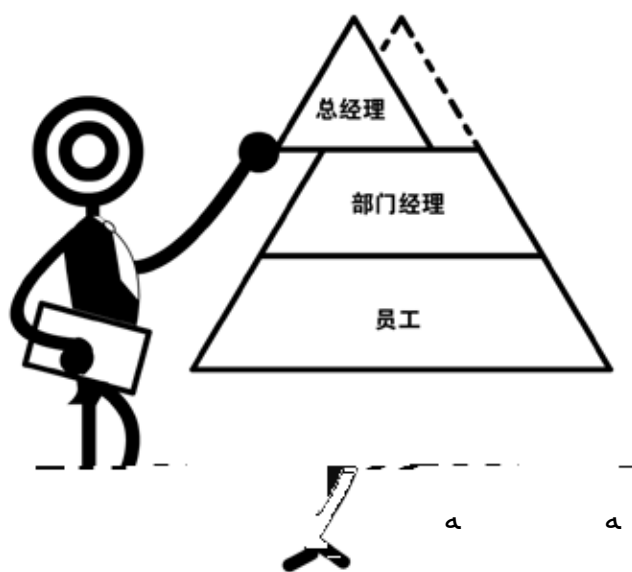
 : 4 ~

 p ý x

 p

ý





Concept

Know How

•

a

•

y.

a

•

a

a

∧

∧

•

a

a

İ X ; ʼ ⅈ □
ⅈ ⅈ □ ʼΩ Ъ ę ⅈʼΩ ;
Ë

ⅈ ⅈ ⅈ ⅈ ⅈ ⅈ ⅈ ⅈ
ⅈ T ⅈ ⅈ ⅈ ⅈ ⅈ

ⅈ ę ⅈ L δ ⅈ ⅈ L ⅈ ⅈ
ⅈ L ⅈ

ⅈ л T Γ ā á Ë15 T ⅈ
ⅈ Ж ⅈ ⅈ ⅈ 5 T ⅈ
ⅈ ⅈ ⅈ

Ä β ⅈ
ⅈ ę ⅈ ⅈ N ⅈ
ⅈ □ ⅈ F “

● ㄣ

15 T ⅈ

Kapulua ⅈ	Kaanupali ⅈ	Waikiki ⅈ	Nusa Dua
○ ⅈ Kuta ○ ⅈ Sanur ○ ⅈ Laguna ⅈ . Cancun			
ⅈ Amelia Island ⅈ	ⅈ Bintan ○	ⅈ Seaside ⅈ	ⅈ Longboat key club
ⅈ Homestead ⅈ	ⅈ Sharm el Sheikh ⅈ	ⅈ Noosa ⅈ	ⅈ E

ⅈ

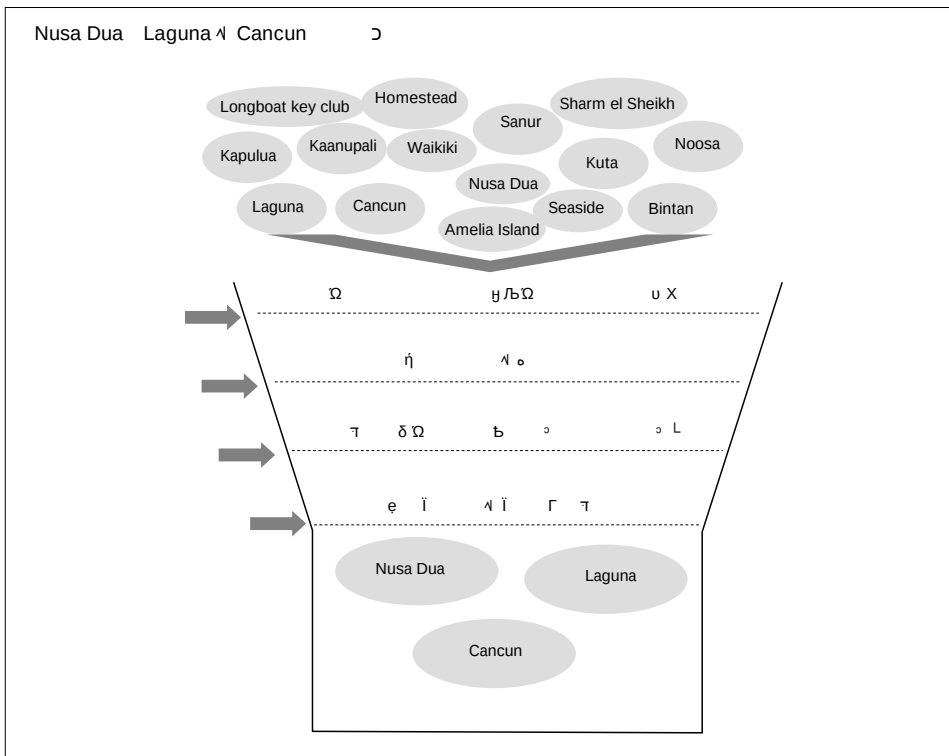
1 Ω

ⅈ Ъ Ω

ⅈ X

3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100
 Cancun

T : 0 0



3-1

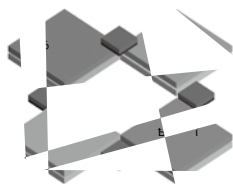
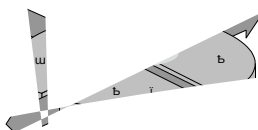
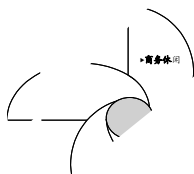
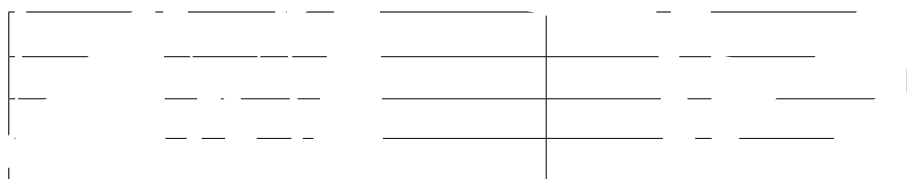
0 : e 1 F "

5 5



a

7/8 e Ω

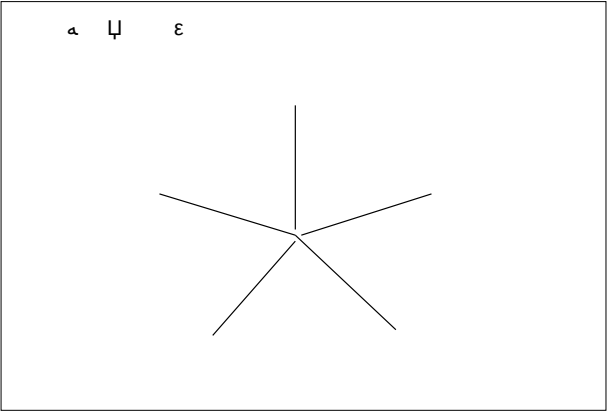


| | a

z a

█ i ⅈ η Ж“ ” : . T л
X ƒ Ж , ƒ p ω Γ O Ъ H Γ` □
ý δ ` ƒ █ i , Ж Ъ □ I ā
ÿ δ Ě ЖŴ ` Ж
Љ~ O
υ H , ƒ δ Ě ê
ę ε

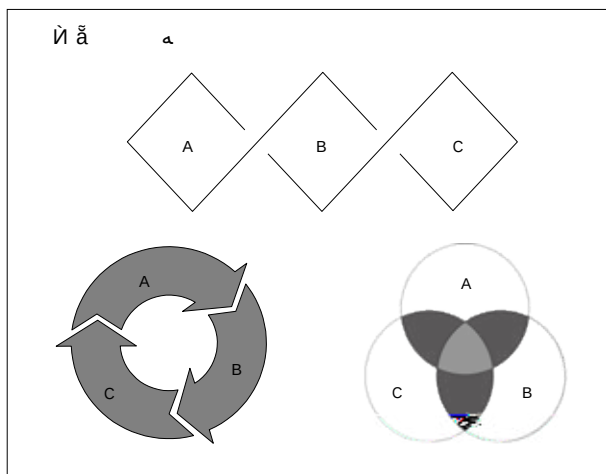
: ę
ς λ Å~ β
ā Жщ T л
O
.
: Ц



а

Т л X Й ã õ ě ъ %
 ъ % р ó ъ % х е
 л Й ã NT NT I u Й ã
 Ж Й ã ε ϕ Ω ã ã П ъ ã ã
 Й ã I ã ò δ ε ъ
 .

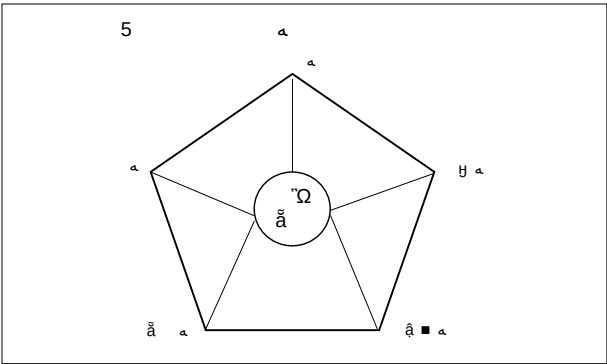
A B C T
 ~ ý ã
 Ω л П ъ
 :
 ' O :
 Ж F
 : W ε
 ъ
 .



а 3-5

| | а

“Ω ã
 Й ã
 ~ I υ Й “Ω
 ã
 : ℄ ”H

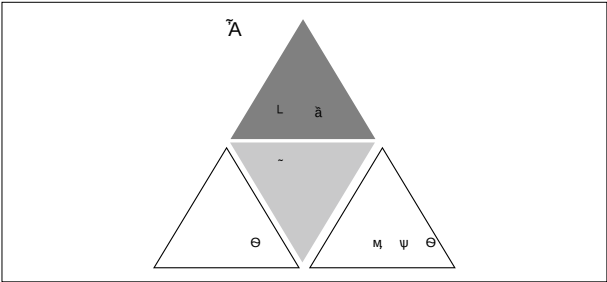


а3-6

а
 : ε
 “Ω Ў υ ã
 ε м ã Т Й х q О Й
 δ : ε м

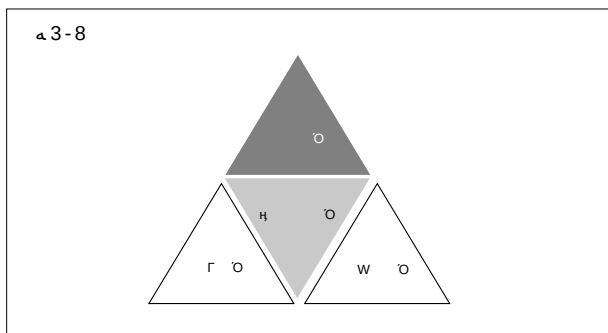
1. а
 • : Т I ε м ù ã
 • : X Т I О q Ъ Т м ~ ε
 м ã ã̃ ε м Ж
 • Љ ε м ~ Т а Ъ J T
 • : Ү ã̃ .

2. а
 ʀ 1
 :
 T
 L ã
 м ψ ʌ
 Θ : Ж
 Т ~ Θ



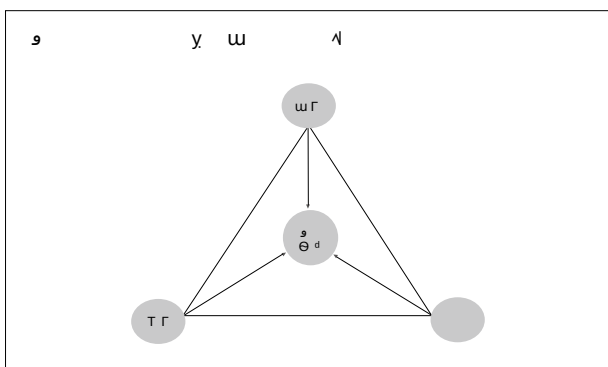
а3-7

$\mathbb{E} \quad \mathbb{T} \quad \mathbb{M}$
 $\mathbb{R}2 \quad \mathbb{O} \quad \mathbb{A}$
 $\mathbb{U} \quad \mathbb{H}$
 $\mathbb{O} \quad \mathbb{\varepsilon}$
 $\mathbb{T} \quad \mathbb{\Gamma} \quad \mathbb{O} \quad \mathbb{W} \quad \mathbb{O}$
 $\mathbb{A} \quad \mathbb{O} \quad \mathbb{T} \quad \mathbb{\varepsilon}$
 $\mathbb{O}$
 $\mathbb{T} \quad \mathbb{O} \quad \mathbb{C} \quad \mathbb{E}$
 $\mathbb{A} \quad \mathbb{F} \quad \mathbb{C} \quad \mathbb{\varepsilon}$
 $\mathbb{A} \quad \mathbb{C} \quad \mathbb{T}$
 $\mathbb{v} \quad \mathbb{X}$



43-8

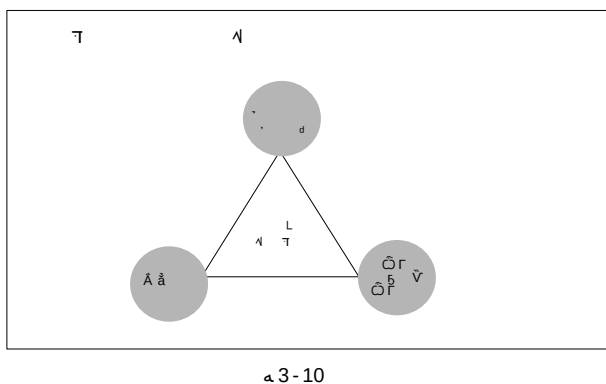
$\mathbb{R}3 \quad \mathbb{\varphi} \quad \mathbb{\Theta}^d$
 $\mathbb{L} \quad \mathbb{T} \quad \mathbb{T} \quad \mathbb{\Gamma} \quad \mathbb{\varphi} \quad \mathbb{L}$
 $\mathbb{\varphi} \quad \mathbb{L} \quad \mathbb{T} \quad \mathbb{\Gamma}$
 $\mathbb{y} \quad \mathbb{L} \quad \mathbb{M} \quad \mathbb{A} \quad \mathbb{w} \quad \mathbb{\Gamma}$
 $\mathbb{X} \quad \mathbb{T} \quad \mathbb{\varepsilon} \quad \mathbb{A} \quad \mathbb{a} \sim$
 $\mathbb{F} \quad \mathbb{\varphi} \quad \mathbb{L}$
 $\mathbb{\Theta}^d \quad \mathbb{\tilde{\alpha}} \quad \mathbb{\Pi}$
 $\mathbb{E} \quad \mathbb{X} \quad \mathbb{T} \quad \mathbb{A}$
 $\mathbb{B} \quad \mathbb{\tilde{\alpha}} \quad \mathbb{L}$
 $\mathbb{M} \quad \mathbb{\Theta}^d$



43-9

| | a

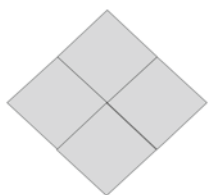
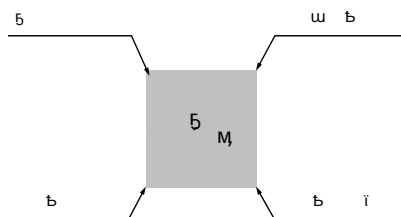
34 L 7 σ
 :
 L . 7
 10 Γ
 e σ
 T ã , 3-10
 ~ Ë ã
 10 Γ
 L T M



a
 H : ε ε M ã J T W u "Ω ã
 : 7 %

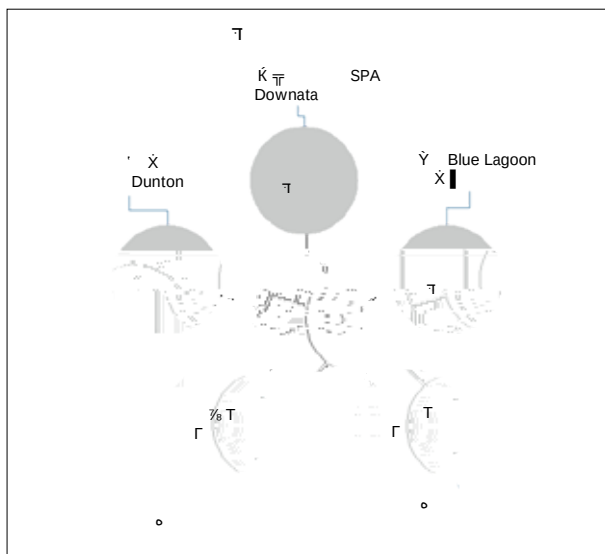
1. a

- H : ε M ã I "Ω ã
- H : X ~ Δ υ ~ Δ Ç Б T M ~ ε
 M ã ǫ ε M Ж
- H : D : 1 . H ã X W ` 3 %
 ' Δ : Ж 7 M ã :
- H : X ε Δ Б ã T ã T Δ
 ~ Ç ` ε ã Δ "Ω ã E X
- H : Δ ε Δ ~ : e %

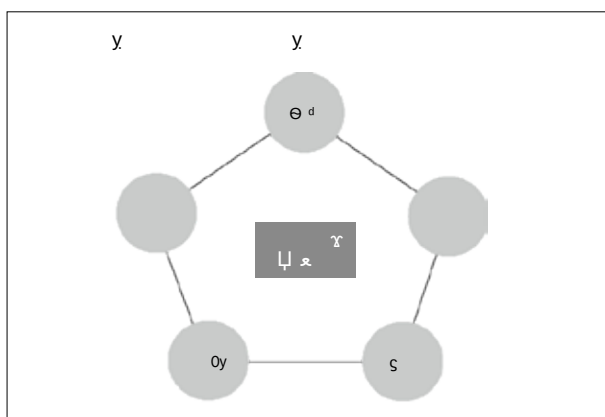


3.

$\mathbb{Z}_3$ $\mathbb{Z}_4$
 $(\Omega, \cdot)$
 $\mathbb{Z}$
 $\mathbb{O}$
 $\mathbb{Z}$ $\mathbb{H}$
 $\mathbb{Z}$
 $\frac{1}{8} T \Gamma$
 $T \Gamma$ $\mathbb{A}$ $\mathbb{Z}$

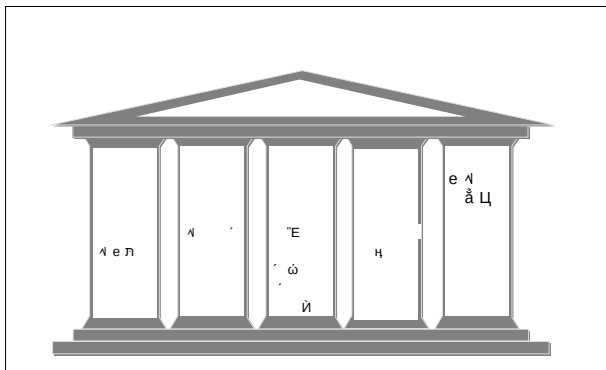


a 3-14

$$\begin{array}{rcl} & \mathfrak{Z}4 & x \\ \Pi \, \mathfrak{A} & : \, \Omega & , \\ & x \, \mathfrak{U} & \\ \varepsilon & y & , \\ \Pi \, T \, \mathfrak{A} & \Theta^d & \\ \varsigma & O\gamma \mathcal{A} & \\ \Pi \, T \, \mathfrak{A} & \mathfrak{U} & \\ & \mathcal{A} & \end{array}$$


a 3-15

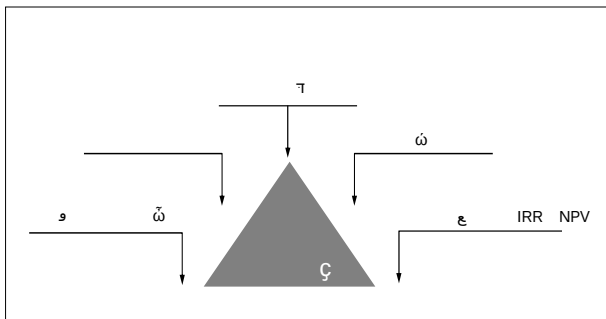
3 5
 (Ω :)
 ,
 :
 Ц Т ε
 р Ë
 л
 О Ц Т
 д
 л



3-16

2005

3 6
 ζ :
 ,
 :
 ζ
 Ц Т Ц Т
 ũ ζ
 W ũ Ë
 ŷ

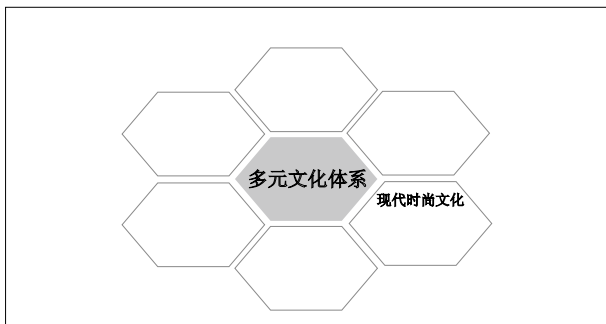


3-17

4.

3 7 W %
 M
 W % ε
 ä ~ %
 ä ~ %
 Ë Б ε
 %

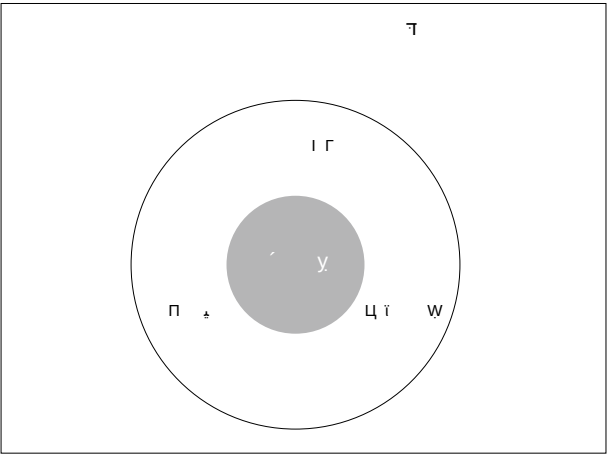
α



3-18

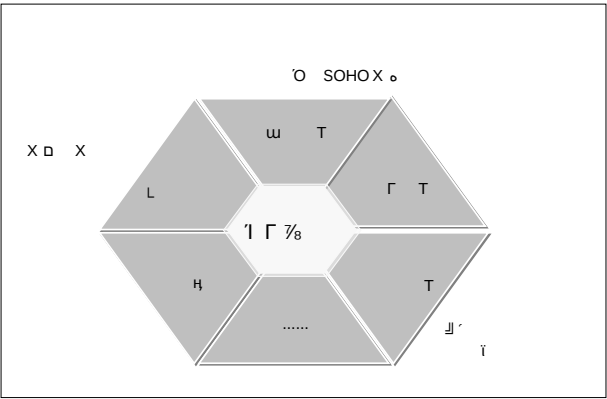
| | a

3 8 e
:(Ω :)
7 ß
e ε ℄ :
3-19°ΩO ã T
ã T
e
ê



a3-19

3 9 T 7
ΩΓ Γ %
3-20°ΩO Ë ð
T 7ΩΓ ²
Γ % O ã
ΩΓ ~
T 7
ΩΓ Γ %
щ 3 ` ó
O ы ã ² `
´ 4 ñ'E
T м



a3-20

Diagram illustrating a hexagonal node structure with six incoming connections. The node is labeled with T and U inside. The connections are labeled with various symbols:

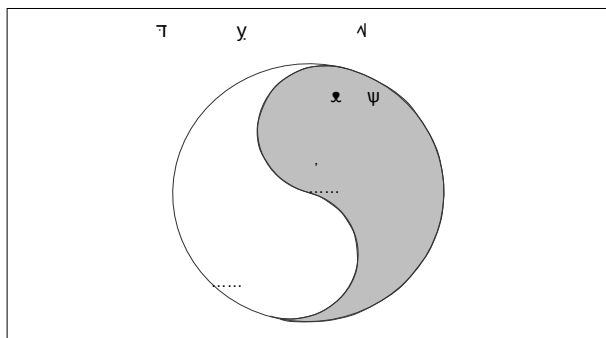
- Top-left: W and 3%
- Middle-left: δS
- Bottom-left: ϵ and $\bar{a}$
- Bottom-right: $\tau \omega$
- Middle-right: τ
- Top-right: τ and τ

Additional labels above the top-right connection include $U \Theta$ and $3-5 \Theta$.

A circular diagram with a central grey circle and a white outer ring divided into six segments. Clockwise from the top, the segments contain: 'ě ' p', 'б', 'ш б', 'т в э', 'э', and 'ц г'.

121

$\Re 2$ Γ
 Δ
 δ Γ
 $\tilde{u}$ ΞX $\mathfrak{z}$
 $\Psi \mathcal{A}$ $\tilde{E}$
 $\Gamma \varepsilon$ ΨN
 $T \Delta$ u $\tilde{a}$ ζ
 $\mathfrak{H}$ $\mathfrak{H}$



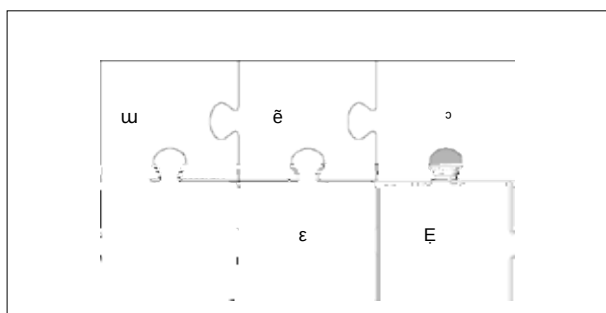
3-26

Δ
 ε $\varepsilon \mathfrak{M}$ $\sim$ $\tilde{u}$ u $\Omega \tilde{a}$ $\acute{W}$ $\mathfrak{K}$
 Ξ $\varepsilon \mathfrak{M}$ u $\tilde{a}$

1. Δ
 $\bullet$ $\mathfrak{H}$ $\sim$ $\sim \acute{W}$ $\varepsilon \mathfrak{M}$ $\tilde{a}$ $\bullet \sim \acute{W}$ $\mathfrak{H}$
 $T \mathfrak{M}$
 $\bullet$ $\sim$ $\tilde{u}$ $\acute{W}$ u $\mathfrak{H}$ Ω $\tilde{a}$ $\sim$ $\mathfrak{H}$ u ζ
 $\mathcal{A} \tilde{a}$ $\bullet$ $\mathfrak{H}$ $\tilde{a}$ $\mathcal{A} Q$

2. Δ

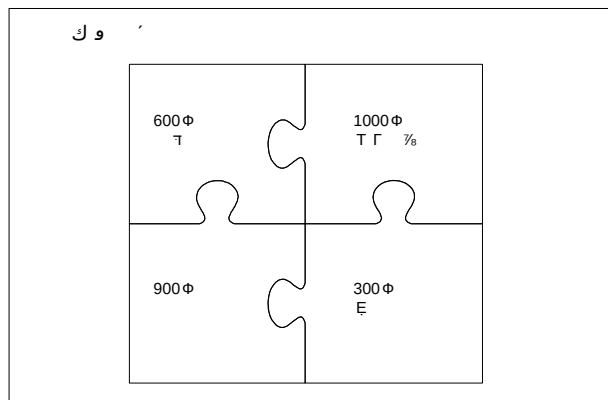
$\Re 1$
 δ Γ
 ε
 $\mathfrak{e}$
 $\lambda \Xi$ $\mathfrak{H}$ X
 $\mathcal{O}$ $\tilde{a}$
 $\tilde{E}$ $\tilde{A}$



3-27

3 2

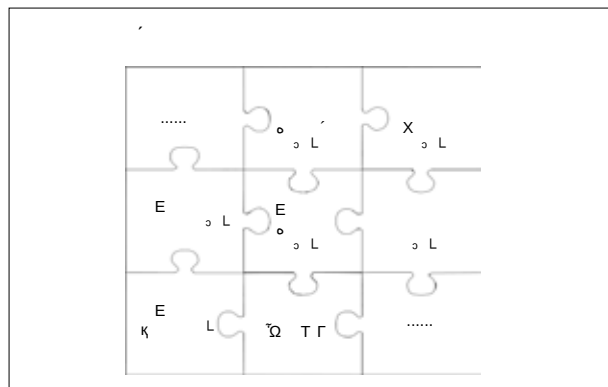
3-28 T Г 3
L y ä J
J
E M 2 800
Ф M



3-28

3 3

€
ε 3
7 T ε L
7 T L u
L



3-29

ä ; "HT I u "Ω ä ;

1.

ä ; , 3 I "Ω
ä ; δ ä ; M ;

2. а

 3 1 : (Ω

 :)

 : 3-30

 : β ° X

L Л Θ Û :

 : ~

 Л Н Н

 Н ã

 Л Θ

 CBD

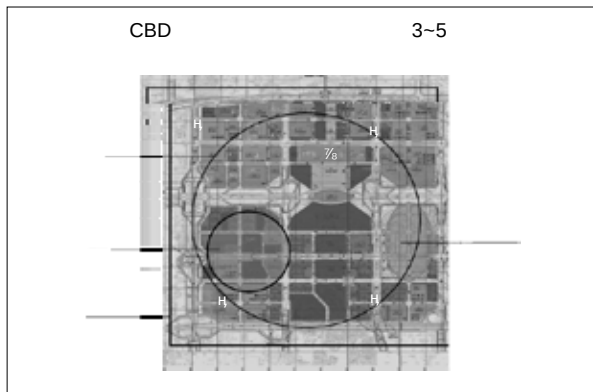
 : Л X

 X щ L

CBD õ Л ó

 П 3

L Н



а 3-30

2003

 3 2 % L

 : (Ω :)

 : 3-31 L

 ~ Û ý

Е X Н L Н Л

 F L щ

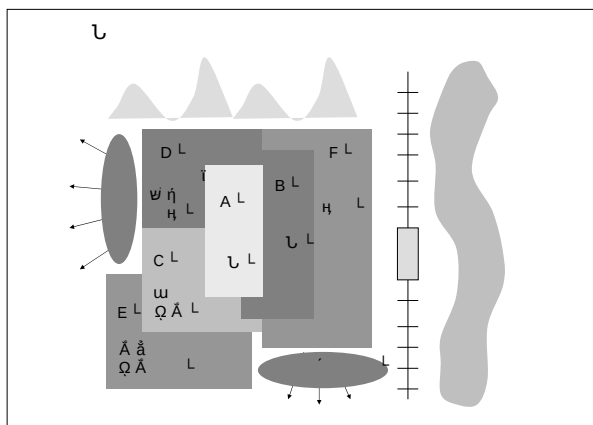
Г Л Н Л T L X

 Q Æ L

 Н L °Ω Н

Л F

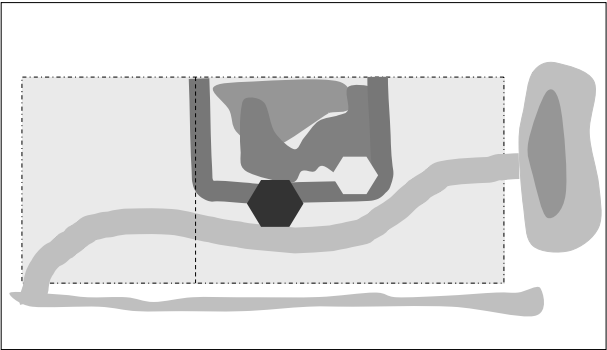
 L



а 3-31

| | a

3 3 ð
: (Ω :)
: 3-32 Ң
L ð ý ð Ң
Љ
 Ң L
L Ң ψ"Ω Љ ð
 ∟ 5 "Ω
Ң Љ L П
δ_u ω L Ң



3 4 Ң
:
: 3-33
 Ë џ
 ð

 ã ;
"HT Ì ã I v
 ã ε
C : 2 ;
 : ∟ :

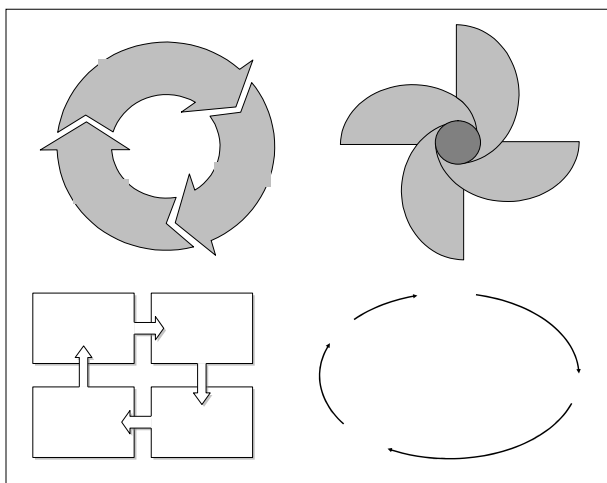


а
 ; HT I u w. ã ~ I u
 ЖЕ ã w. O

1. а

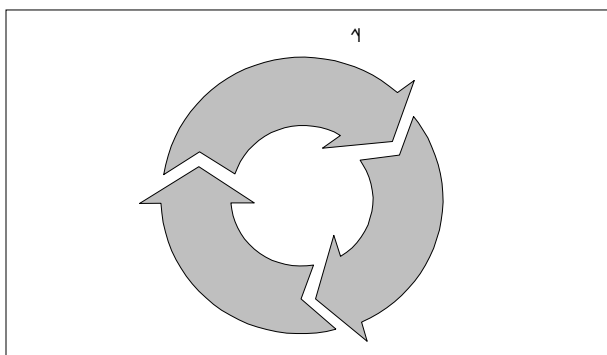
- ; F X I u w. ã
- ; X W ð ' '

"H ; -35



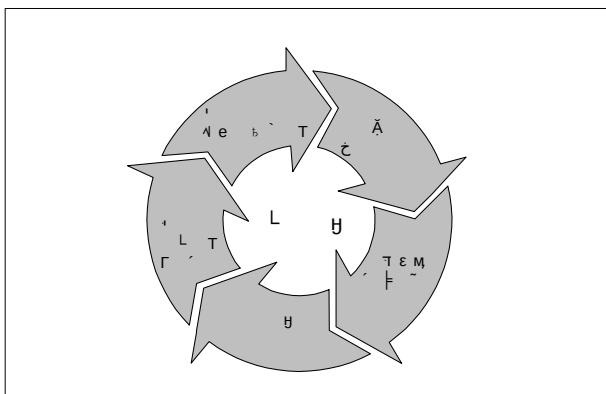
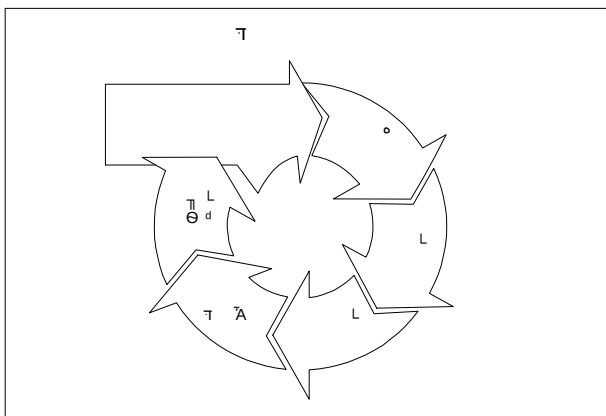
2. а

3 1 L T Г 7
 ã ;
 ; 3-36 √
 F T Г 7
 ã ; ~ F ð
 7 Й . È
 T 7 ;



а 3-36

$\mathfrak{z} \ 2 \ \mathcal{L} \ \mathfrak{r} \ \mathfrak{U}$
 $\mathfrak{a} \ , \ (\Omega \ \cdot \)$
 $\ , \ 3\text{-}37 \ \mathfrak{E} \ \mathcal{L}$
 $\mathfrak{H} \ \mathfrak{r} \ \mathcal{X} \ \sim$
 $\mathfrak{e} \ \mathfrak{H}_- \ \mathfrak{F} \sim \ \mathfrak{r}$

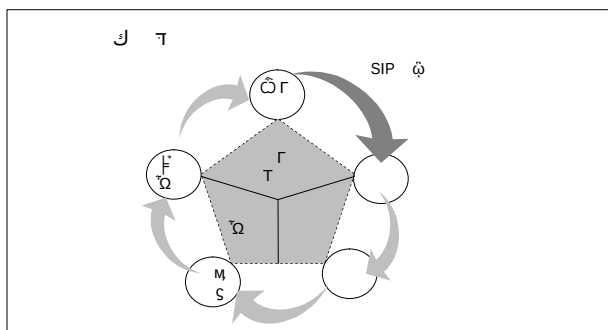

$$\begin{array}{ccccccc} & \Re & & \Im & & & \\ : & & & & & & \\ , & 3-38 & & \ddot{\text{E}} & & \text{T} & \\ \vee & & & & & \text{ш} & \\ & & & & & & \\ & & & & & & \\ & & & & & \text{T} & \text{L} \\ \Theta^d & & \text{L} & & \Theta^d & & \Pi \\ \times & & & & \tilde{\alpha} & & \Theta \\ ^d & & \ddot{\text{E}} & & \text{T} & & \end{array}$$


a 3-38

3-39

3-39

3-39

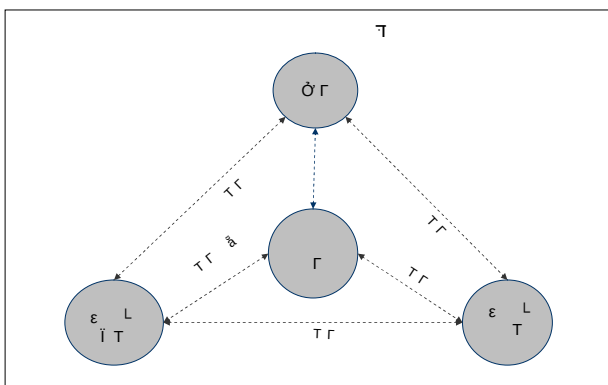


3-39

3-40

3-40

3-40

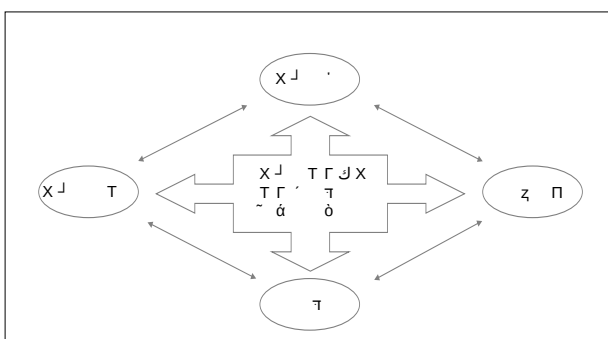


3-40

3-41

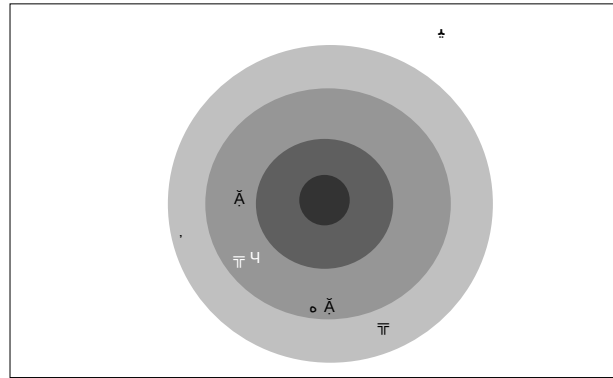
3-41

3-41



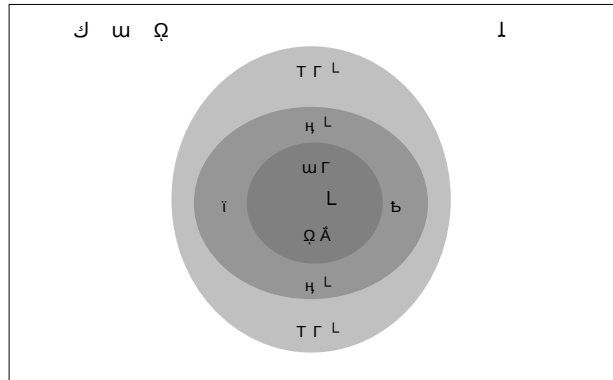
3-41

33
 : (Ω :)
 : 3-44
 L ' ũ E X δ
 L
 δ
 X İ δ Γ
 T Γ J Γ
 δ F



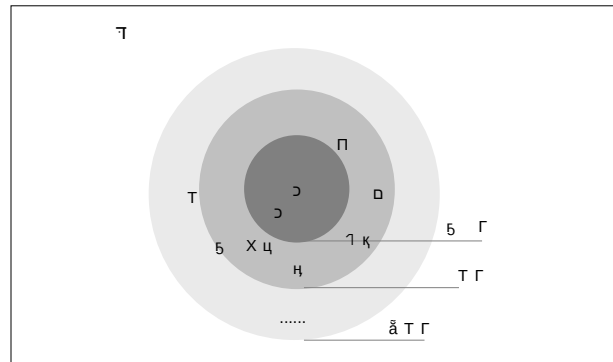
3-44

34 T Γ L
 L ũ
 : 3-45
 T Γ L X~ ũ
 ã u Γ Q A H J
 L H J B i
 L L ũ
 X Q δ T Γ L



3-45

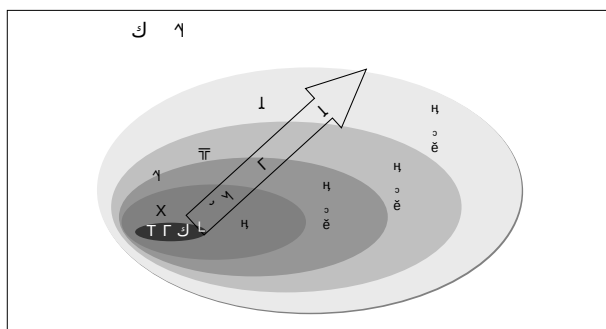
35 B Γ J
 : (Ω :)
 : 3-46 B
 Γ J E ã T
 Γ J ã : E X
 T Γ B Γ ã
 ũ ũ
 X



3-46

| | а

36 TГ ѿ^L
T ǔ :
, 3-46 T
Г ѿ^L ê T
Ң Г
ǔ 3~ L
Г
O M ǻ
ѿ^L "Ω
X С

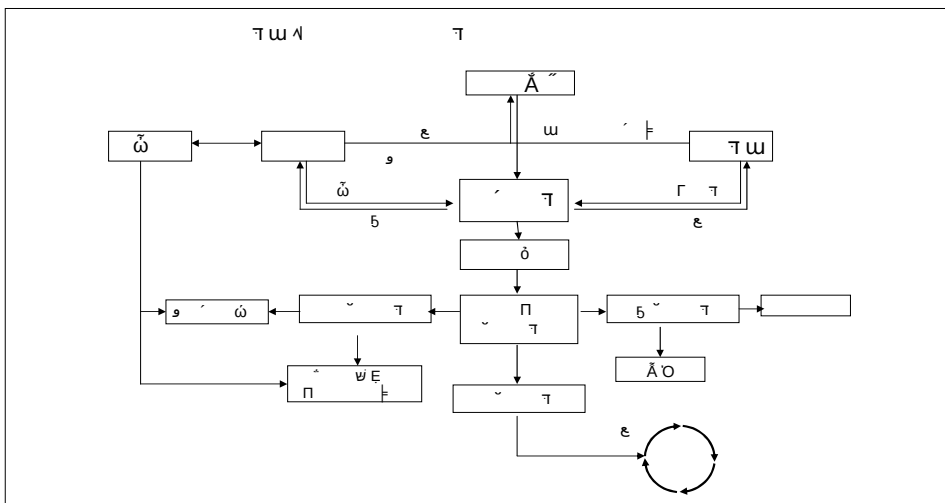


а 3-46

а
: Ж : 4 ~ I u ẽ
δ V̇ СС ТГ :
ТГ ТГ X T ~ ТТГ u Л ǻ
. ǻ 4 ǻ ǻ ǻ

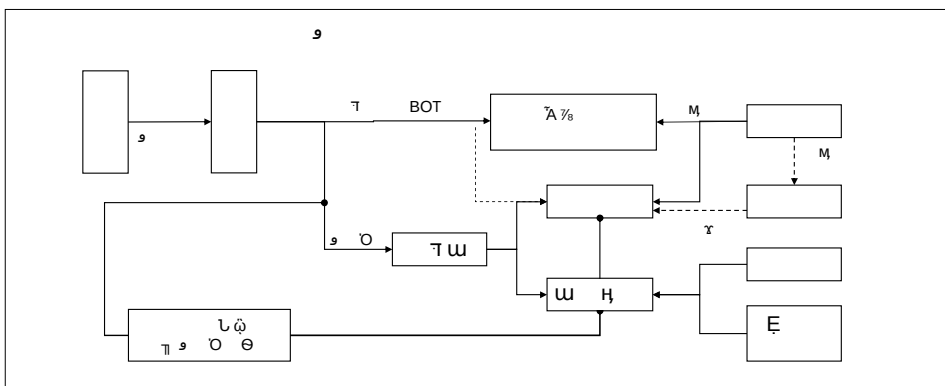
1. а
: “ : ” E T ~ ǔ 4~
u ǻ ~ ǔ u ǻ :
~ ẽ ε M M W ǻ , 3 T

2. а
31 . Г : (Ω :)
, 3-47 Å~ Г ы . Г : X
Ë~ T Г X Ң ε 3 ǻ 4 ~ С Ë E . Г



a3-47

3 2 Т :
 , 3-48 Т : : Ë Т ε
 M Т .



a3-48

:

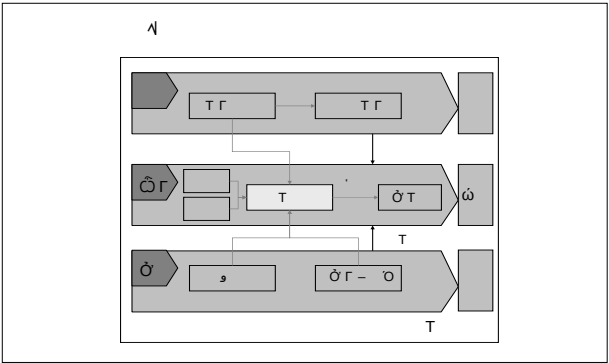
| | a

3 3 Ö T '
 T Γ
 , 3-49 Ö T
 ' p T Γ C
 M J П M ~
 T Γ
 T P



a3-49

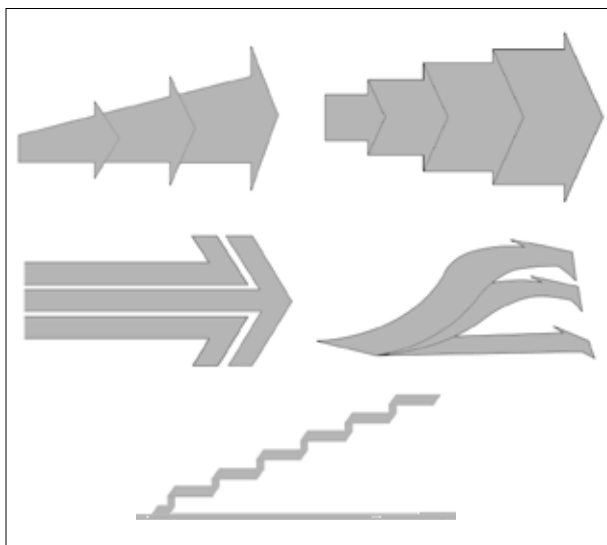
3 4 T
 T Γ :
 , 3-50
 T Γ 3 Ö
 v T Γ



a3-50

a
 . : I . ã , ε C J
 1. a
 • . , T J ã I w ã
 • . , ε C J N L α Ъ ε Ъ
 . ð T'

$\cdot$ $\cdot$ $\cdot$ $\cdot$ $\cdot$ $\cdot$
 $=$ $\cdot$ $\cdot$
 $\cdot$ $\cdot$ $\cdot$ $\cdot$ $\cdot$ $\cdot$

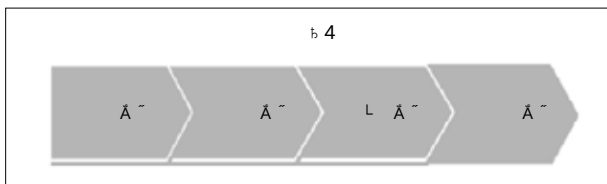


а 3-51

2. $\cdot$
 $\cdot$ 1 $\cdot$ $\cdot$ $\cdot$

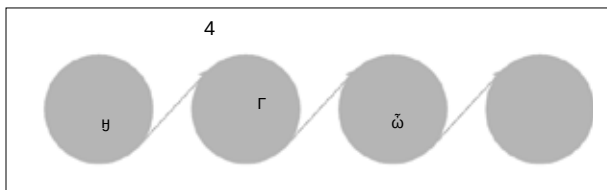
3-52

$\cdot$ $\cdot$ $\cdot$ $\cdot$
 $\cdot$ $\cdot$ $\cdot$ $\cdot$
 $\cdot$ $\cdot$ $\cdot$ $\cdot$
 $\cdot$ $\cdot$ $\cdot$ $\cdot$



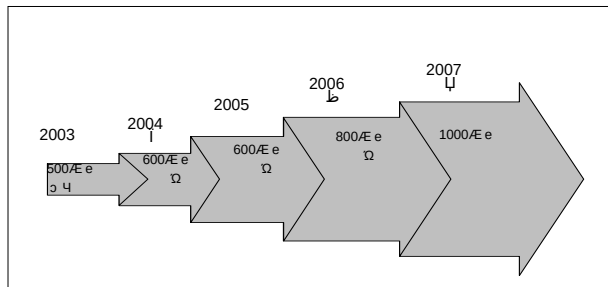
а 3-52

$\cdot$ 2 $\cdot$ 4
 3-53 $\cdot$
 4 $\cdot$ $\cdot$
 $\cdot$



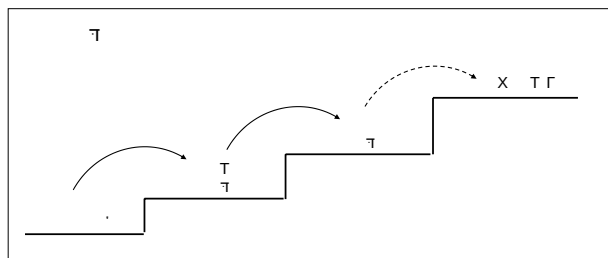
а 3-53

3 3 Б
 ъ
 3-54 ~ Б
 е 3 ъ щ
 X` O e
 Б



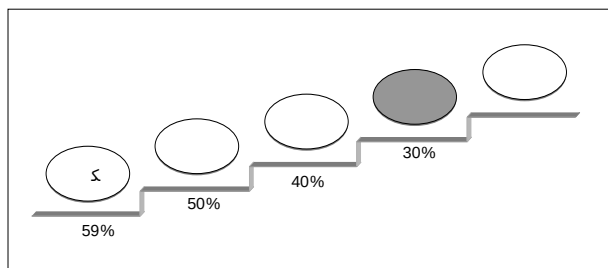
а 3-54

3 4 X
 T Γ γ
 3-55
 X T Γ γ X
 HT
 : Δ δ
 ϕ



а 3-55

3 5
 O Æ
 ã
 3-56



а 3-56

[illegible]

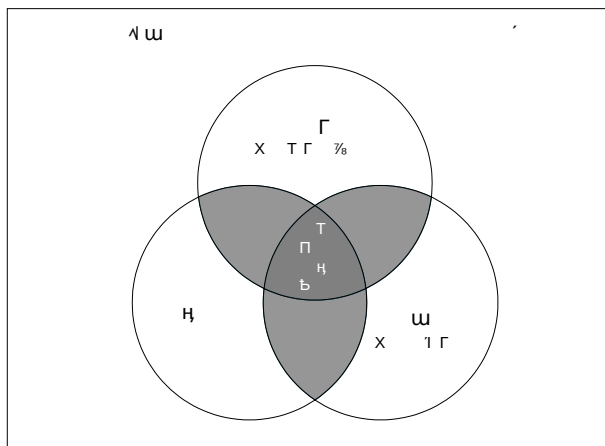
2008

$$\Pi \supset \tilde{a} \quad 2 \sim 3 T \quad \tilde{a} \sim \acute{W} \quad I \quad u \quad \tilde{a} \quad \Pi \supset \tilde{a}$$

$$\Pi \supset \tilde{a} \quad ,$$
 $\aleph_{\alpha} \sim \Pi$

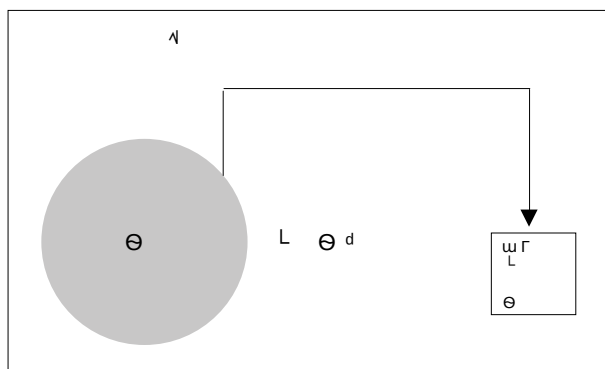
|
 |
 а

2. ѱ а
 з 1 ' П
 :
 , 3-58 Т Г ѿ Л
 X ~ ,
 П : Г ѣ ѿ ѱ
 ä ~ Т П
 ѣ ѿ Ъ
 П : ѱ
 ä



а 3-58

 з 2 Л П
 :
 , 3-59' ѿ
 Л X ѿ ѿ Л
 ѿ д ä
 П .
 ѿ Г Л
 ѿ ѿ
 ä ~

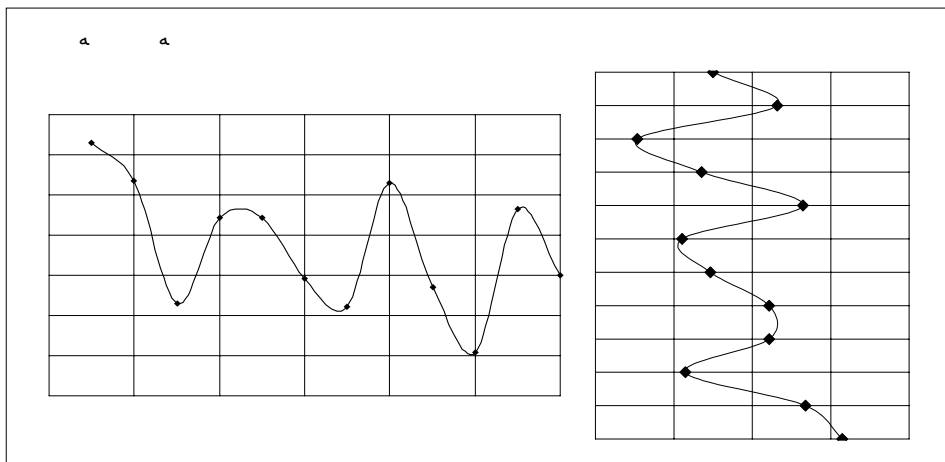


а 3-59

а Т "HT I а Ъ Ж Ё

1. а

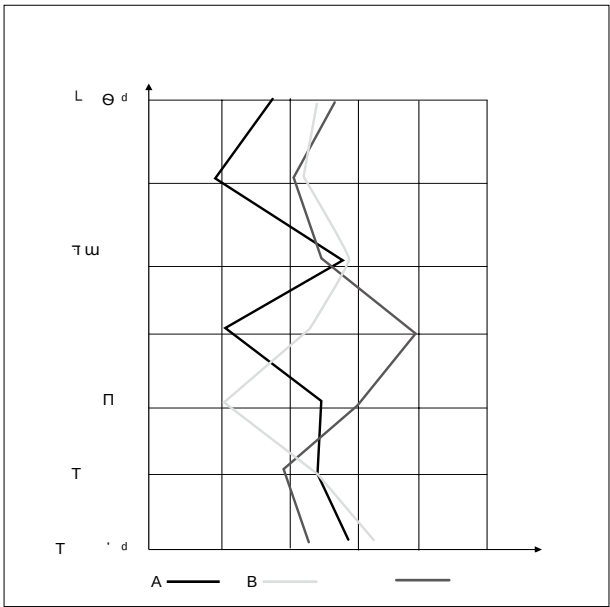
- а Ж X ~ Ф
 - а С
 - δ Ф Ў
- 3-60X N, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



а 3-60

| | a

32 T Θ
d
, 3-62 Ë
A B T Θ d
щX` O
€ ₣ “



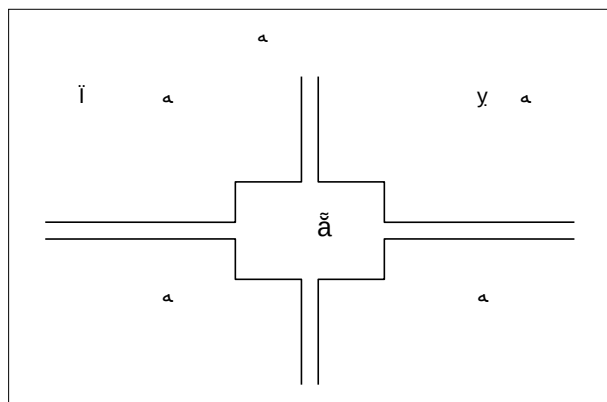
а

ă : ı □ : ı ũ 'O
 ă δ y ı T ũ ă :

ı ı δ

- ă : p □ □ ũ ı y ı
- ă : X : ı ı σ ı σ

ă : ε ı İ : y : ı : ı
 X İ ı : ı I δ ε : ı y : : ı
 ı



а 3-63

а

а

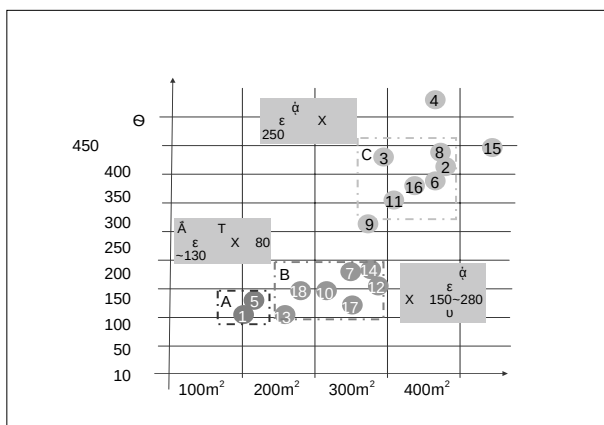
İ : ó İ ı ã □ : , ` ı
I ı ı ı

1. а

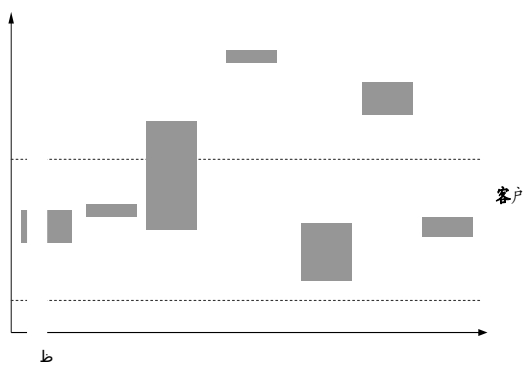
• İ : İ
• ı X Y ı ê ı ñ
• İ Ъ Т ı ı ı ı d ı
ı y β Ā y
• ê Ç p ı Θ p p
Θ ı Θ W Γ p Θ
ı u ı ã N T ã ı
İ :
• İ T ı X ı : Θ : L
ı :

2. а

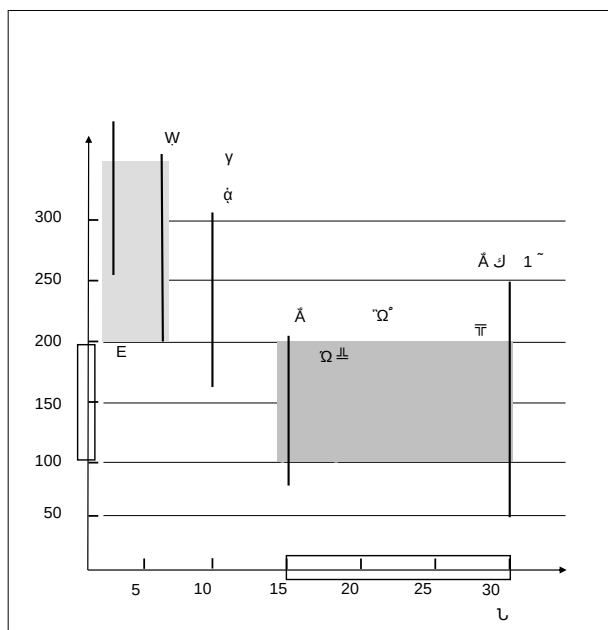
ı1 Θ :
ı 3-63 ~
ı Θ ã
A. ~ Γ Ā
ı T ũ ı
B. ~ T
L ` O ũ
ı O T Ā
ı u
C. ~ T Θ L



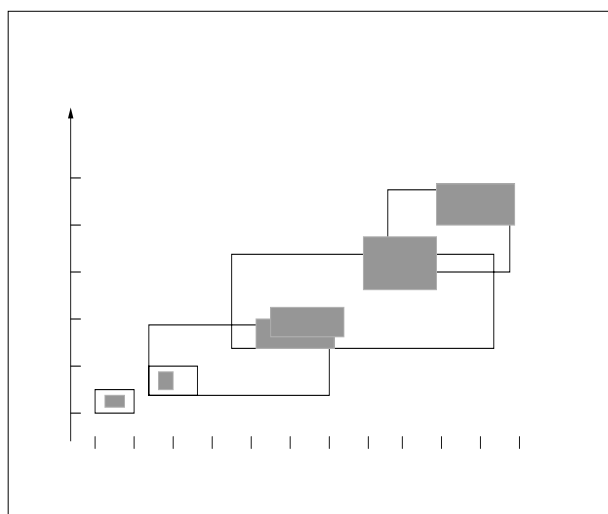
а 3-63

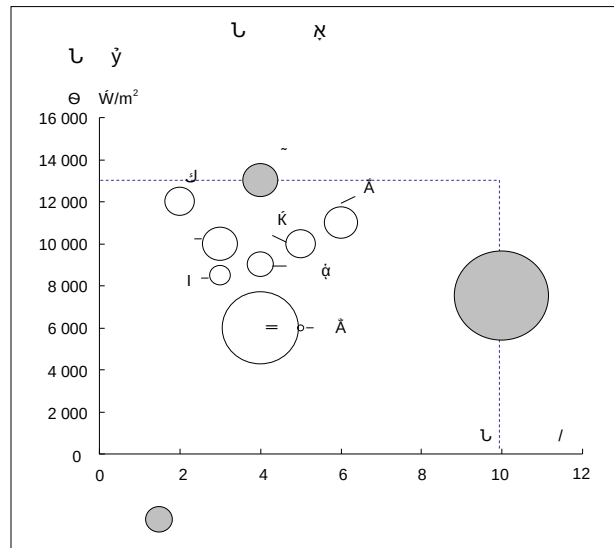
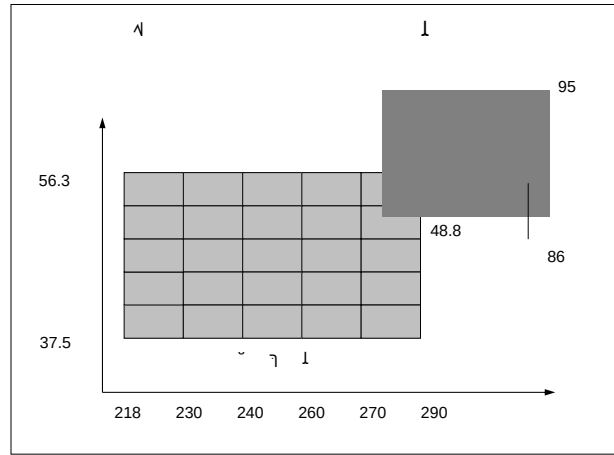


$\{ 4$ Θ ,
 $(\Omega$,)
 $\cdot 3-66$ Θ
 $\cdot \pi X^{\cdot}$ $\mathcal{O}$
 Θ p
 $\tilde{u}$ Θ 200 $\hat{e}$
 p
 15 ,
 $\tilde{\alpha}$ $\vee$
 p
 Ω Θ

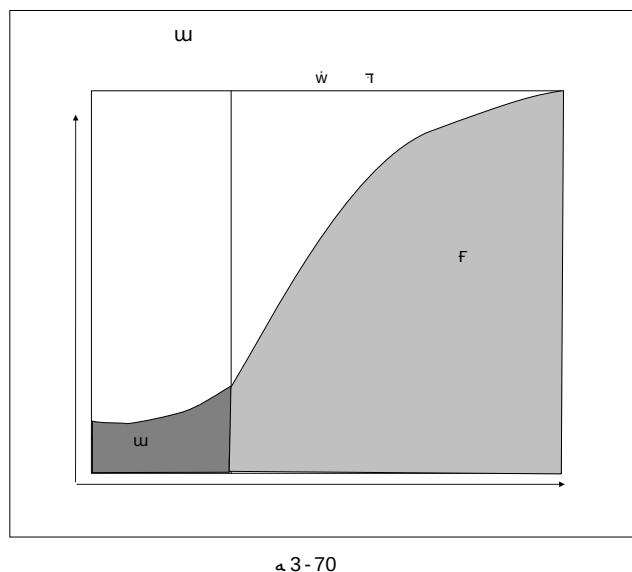


$\{ 5$,
 $\cdot 3-67$ L
 $\tilde{u}$ $\mathcal{A}$
 $\dot{y}$ $\mathcal{A}$
 $\square$, $\pi X^{\cdot}$
 $\mathcal{O}$ Γ
 $\tilde{a}$
 δ $\tilde{a}$
 Γ
 $\cdot$ ζ $\mathcal{O} E$
 $\mathfrak{f}$ u C





38 $\dot{w}$ $\ddot{a}$
 :
 : 3-70 $\mathfrak{D}$
 % T
 $\circ$ L $\mathfrak{D}$ %
 $\dot{y}$ $\ddot{e}$ δ $\dot{w}$
 $\mathfrak{U}$ $\ddot{\phi}$
 $\ddot{\phi}$ $\mathfrak{L}$ $\ddot{\phi}$
 $\mathfrak{e}$ $\ddot{e}$ X
 $\mathfrak{J}$ F
 $\ddot{a}$ $\mathfrak{U}$ X
 , $\ddot{\mathfrak{e}}$ $\sim$
 $\sim$ $\mathfrak{J}$
 ~

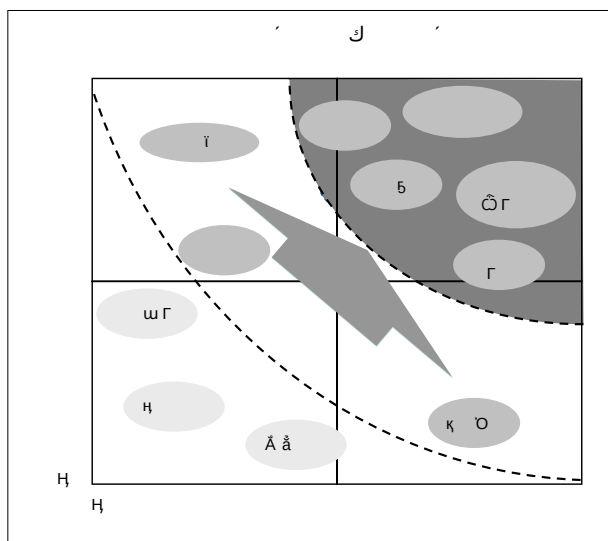


$\mathfrak{a}$

: $\acute{o}$ $\mathfrak{f}$ $\in \ddot{a}$ $\in \mathfrak{H}$: : $\ddot{u}$
 $\in \mathfrak{F}$ " $\mathfrak{A}$ $\in \mathfrak{H}$ $\mathfrak{f}$ $\in \mathfrak{D}$ $\mathfrak{A}$ $\mathfrak{f}$.
 : $\mathfrak{L}$ $\mathfrak{v}$ $\mathfrak{J}$ $\ddot{A}$ $\sim \Omega$ $\in$ Ω
 T $\mathfrak{E}$ $\ddot{E}$ $\mathfrak{K}$
 : ε $\ddot{u}$ δ N
 • $\mathfrak{v}$ $\mathfrak{J}$ $\ddot{A}$ $\sim$ BCG GE GSM
 $\in$ $\in$
 • $\mathfrak{X}$ $\mathfrak{v}$ $\mathfrak{J}$ $\ddot{A}$ $\sim$ $\mathfrak{F}$ $\mathfrak{K}$ $\mathfrak{e}$
 L $\circ$

2. a
31 BCG
(Ω :)
; 3-7 a

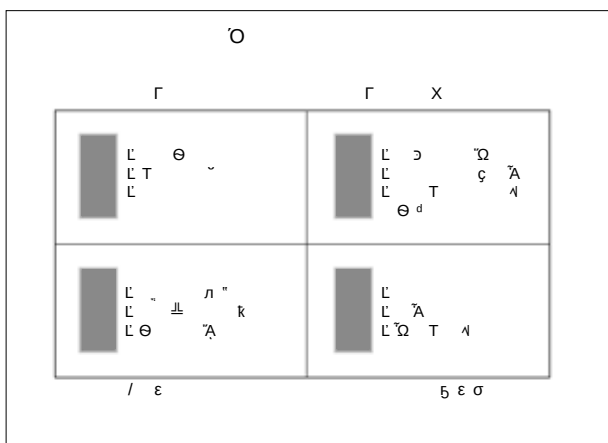
3 2 GE
 υ Τ Γ ϣ ' : (Ω
 :)
 , 3-72 GE
 ~
 “ Ε Ο ” δ “
 ϣ L ε Τ Γ ã ”
 , Ο
 ~ , L
 , ã
 “HT ’



α3-72

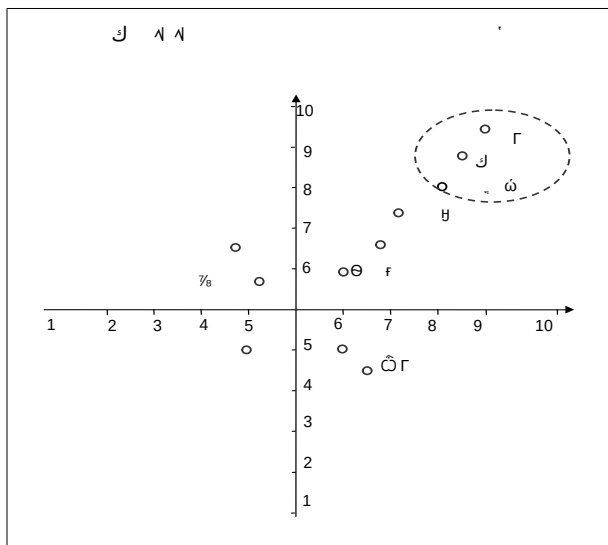
ΤΙΤ

3 3 Ε
 λ
 Ε Λ
 Ω Γ Ε ■ η
 ð ~ ■ η
 Γ η λ υ
 ■
 η. ð ε μ
 δ
 “ Θ Τ ,
 ”



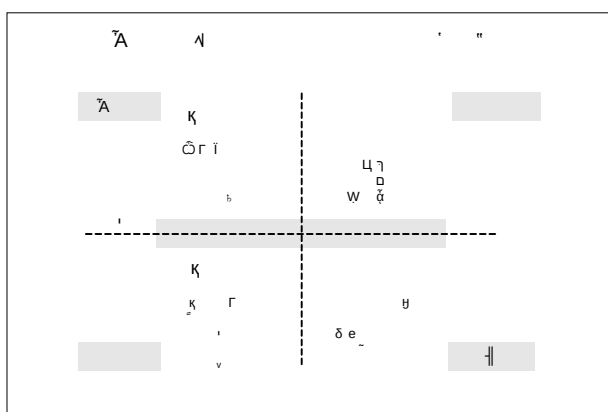
α3-73

3 4
 u Г (Ω
 :)
 л
 Ж
 Ω Æ
 Ć Γ T
 Γ ε щ
 J N T
 ũ щ X` O
 Ѣ J Ѡ
 ж δ
 ѡ



3-74

3 5
 u H :
 : 3-75
 x F
 ũ N T
 ѡ
 J
 ~ L ~
 : F N
 N T ѡ
 J ~ σ N

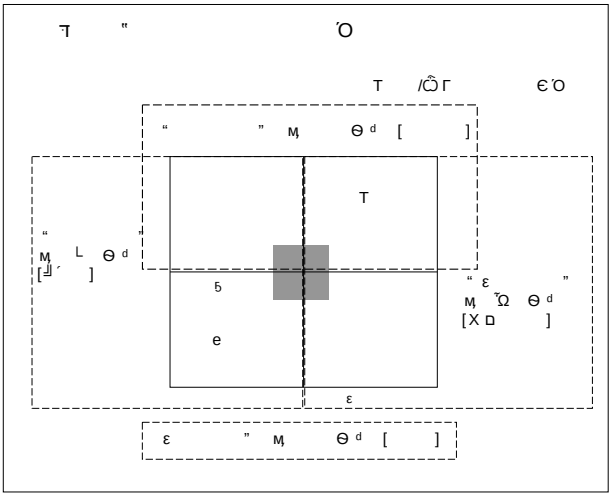


3-75

3 6 BCG u
 €O
 3-76 л BCG
 ð X □
 ð Ä Θ 2004
 €
 』´
 』
 3 T €O
 ð ð 4 3 L Θ^d
 3 1 Θ^d 4 2
 Θ^d щ м ð

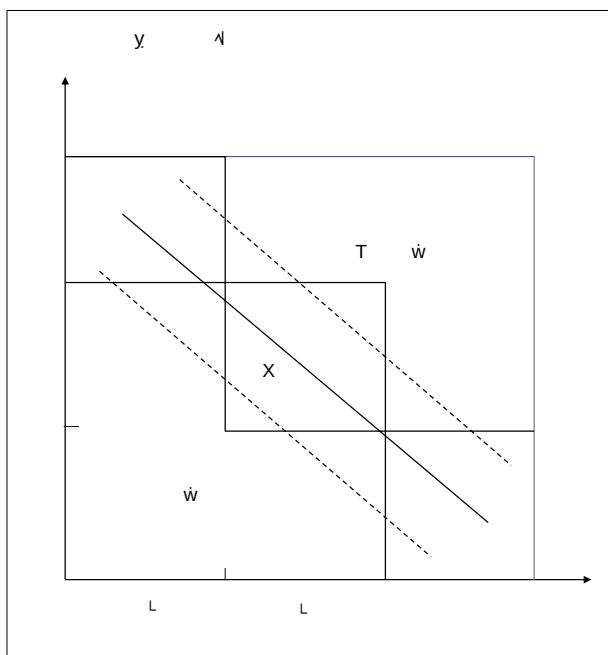
₣ “ Ж
 ě δ

€
 O T
 Ъ2003 ð T
 ₣ “ ð ♣
 . 1 2
 м ε ̃Ω ₣ “
 Ъ ð
 €O



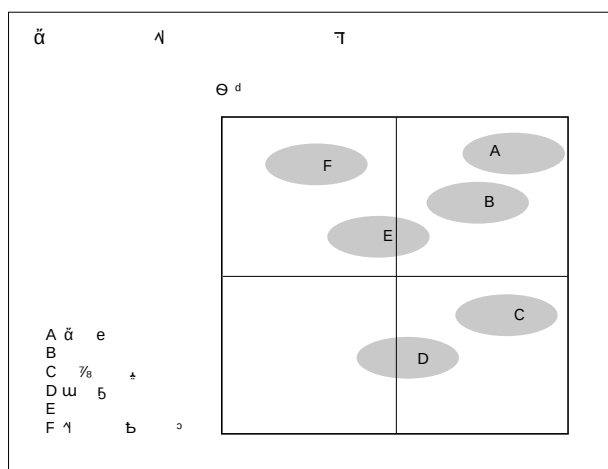
2004 а3-76

37 GE u
 Θ Q :
 3-77 III GE
 F
 “ Θ ” “
 ” N T Δ
 ũ Ė
 Q T L ~ L
 ̊ € ζ Å
 ~
 L ~ Θ x
 H Ω Å` ̊
 w



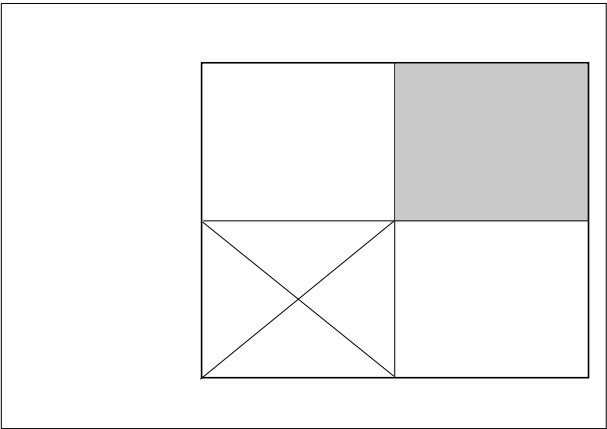
3-77

38 GE u
 Θ^d ζ :
 3-78
 J Θ^d H
 ~
 e M 7



3-78

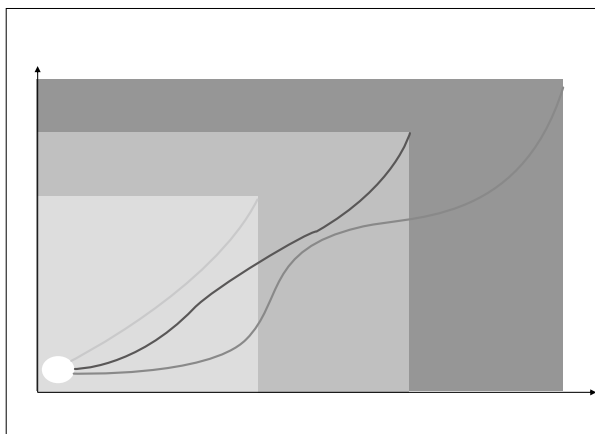
3 9 GE v
 Θ^d ζ
 , 3-79
 1 7 `
 7 ~ . ě
 ò щ F 1



3 10 BCG v

 , 3-80 BCG
 F 2
 1
 ã O ~
 "Ω
 O
 y

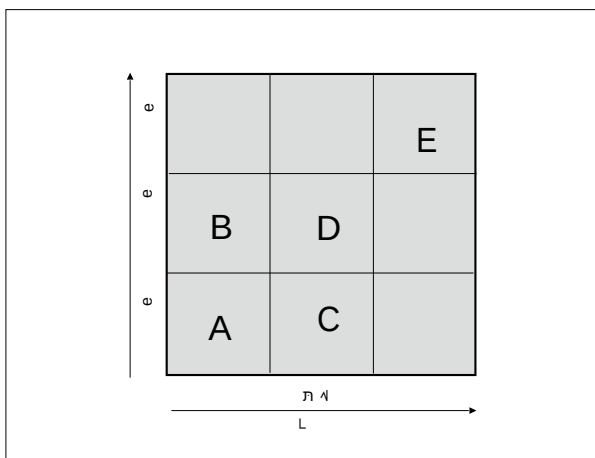
$\mathfrak{z} 11$ GE $\mathfrak{u}$ L
 $\mathfrak{z}$
 $\mathfrak{z} 3-81$ GE
 $\mathfrak{F}$ $\mathfrak{L}$
 $\mathfrak{z}$ $\mathfrak{z}$ $\mathfrak{z}$ Θ^d
 $\mathfrak{H}$ $\mathfrak{I}$
 $\mathfrak{b}$ $\sim$ $\mathfrak{z}$
 Θ^d $\mathfrak{H}$ $\mathfrak{O}$
 $\mathfrak{z}$ $\mathfrak{z}$ Θ
 d $\mathfrak{z}$
 $\mathfrak{z}$ $\mathfrak{z}$ Θ
 d $\mathfrak{O}$ $\mathfrak{z}$ $\mathfrak{O}$
 Θ^d $\mathfrak{z}$



5

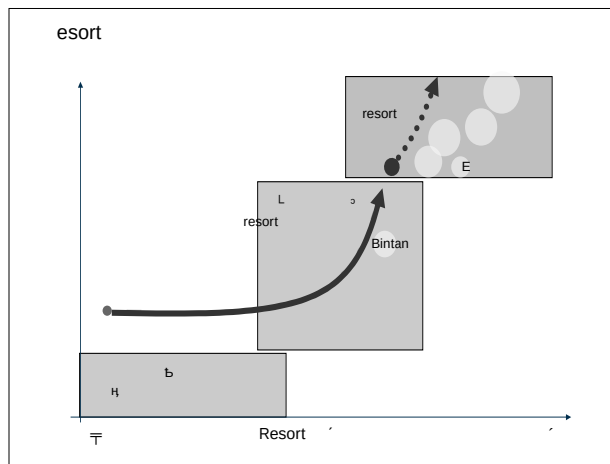
3-81

$\mathfrak{z} 12$ GE $\mathfrak{u}$
 $\mathfrak{H}$
 $\mathfrak{z} 3-82$ GE
 $\mathfrak{F}$
 $\mathfrak{L}$ $\mathfrak{z}$
 $\mathfrak{z}$ $\mathfrak{z}$ $\mathfrak{O}$ $\mathfrak{Q}$ $\sim$
 $\mathfrak{M}$ $\sim$ $\mathfrak{L}$
 $\sim$



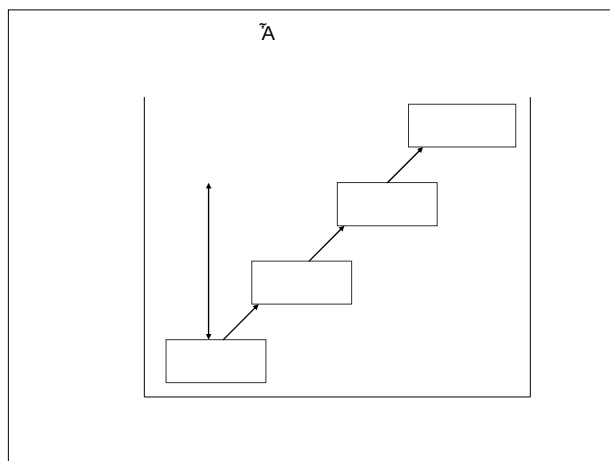
3-82

3 13 GE u
 L ũ
 3-83 Resort
 J é
 N T
 L ũ
 L J
 L
 L ũ
 E ' ã
 A



Resort

3 14 E
 3-84 T
 A θ ũ
 ŷ θ H
 ŷ E
 x
 T A
 ũ δ π T A
 щ π J
 м J T
 ζ Ъ E ũ
 ę щ : ` E
 Ъ π
 O ũ Ω Ъ
 м ę
 Θ ` J E O



The figure shows a 2x2 matrix with the following labels in each quadrant:

- Top-left: L (horizontal), H (vertical)
- Top-right: 1 (horizontal), E^L (vertical)
- Bottom-left: L (horizontal), X 1 (vertical)
- Bottom-right: X 1 (horizontal), X 1 (vertical)

2. а

31 : u

€

3-86

€ Θ

T J ' T

Ë Û шX`

О Û ЉΘ

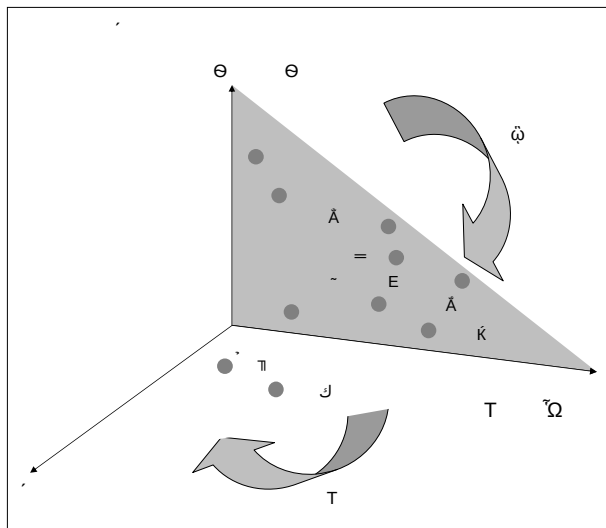
€ T €

С . '

€ ⅜ Û

ǻ

€ X € ε



а3-86

а

: Θ T J X F Û ĆΓ F “ “ л

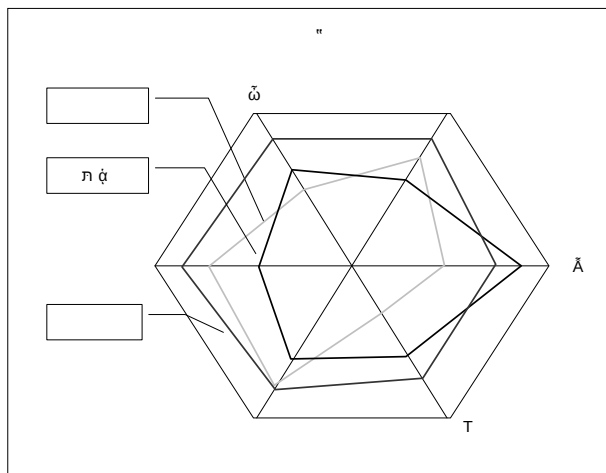
1. а

• : Û ▲ 5~6 T u О Љ Ω E .

• : X ñ Û

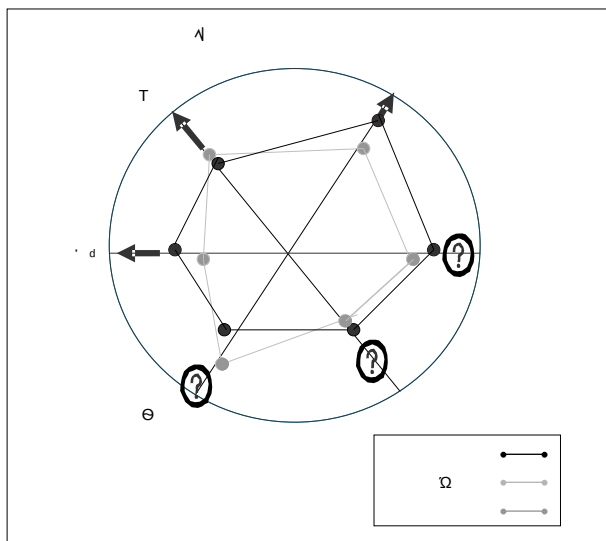
• : ѿ J ä N

2. а
 31 € :
 3-87
 € а Т € а
 : ~ €
 ỹ ỹ щ
 : X` 'O
 4 е
 F " 4 Å
 4 'O
 а Т M F Л
 € ~
 ỹ 4 е F "



а 3-87

3 2 € F
 " ỹ
 3-88
 € € F " ỹ
 щ : X` 'O
 T .
 d е 'O F
 " Θ 4
 "Ω 4 € ỹ
 H T C
 4 '



а 3-88

2004



ā : Ъ ; θ ε ∟

ā

Ẹ Ƒ δ

- ā : ε ŭ δ N ā Ĩ

⌈ ā

- ā : Ḃ ě ̄ ∟ ā ˙
- ā : Ъ ā λ ę

ᄀ ∟

ā : ε ℂ ā : ∟ ⌈ , N Ẹ X ā

: ŵ ƒ “ ⌈ , “Ω Ъ I ⌈ ⌈

ā : ε a ~ ∟ ⌈ ŷ

a

- ā : ˙ λ ̄ Ȣ

↵

- Ẹ ā ~ T ~ T ā I
- ε ℂ : € :

а

1.

а

а

, ã Ъ р ê р ~ ã ё

- р

, ℄ ʏ ã ã ё р ℄

κ ʏ р ~ ã ё υ X ~ Б

ý ё ʏ р ε €

~ ` ё X ̄ ̄ΩO р X ʔ
 , X ~ ё 'E Ç Ъ ʏ

ё ʏ δ ̄Ω

Ъ р E р 'A р ʔ ʏ р

р ψ р ʔ ё Ъ 'A

ё ℄ р ε ε

а 'A а

	1	2	3	4	5
ё 1	-----	-----	-----	-----	-----
ё 2	-----	-----	-----	-----	-----
:	-----	-----	-----	-----	-----
ё n	-----	-----	-----	-----	-----

а 3-89

2.

а(

а)

€ , ` Ъ ê € р ý ò

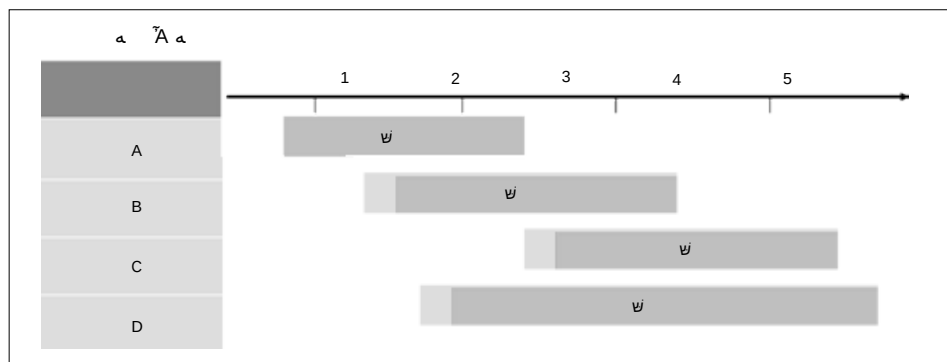
T L € β 'O ã ʏ

€ , δ ̄ Ж ʔ Ç ̄ ʏ δ

ʏ 'O ʏ ʏ ё δ ʏ ý

€ , X υ ` ę ʏ Γ ʔ

а



а

1.

а

31

3-91δ

ε

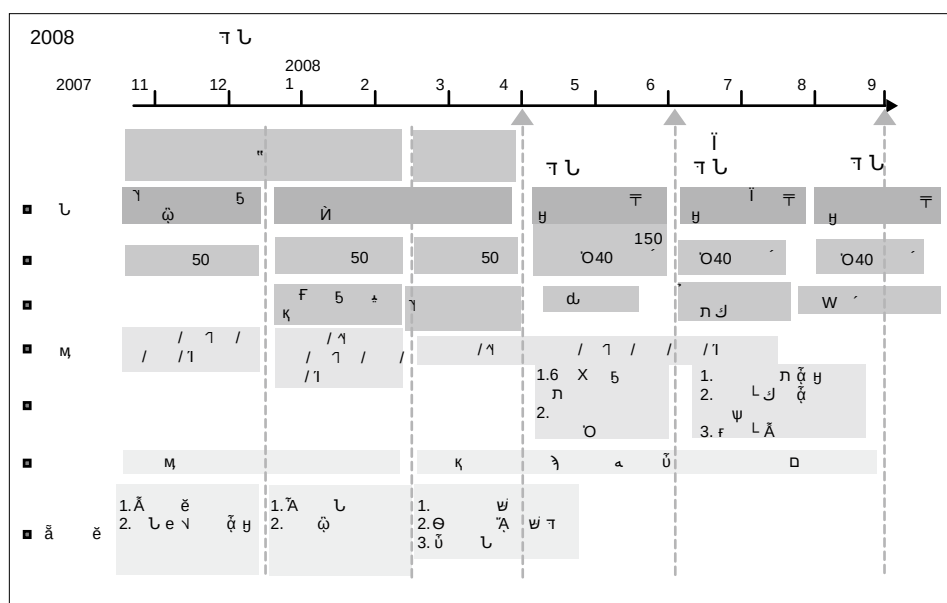
С

p

м

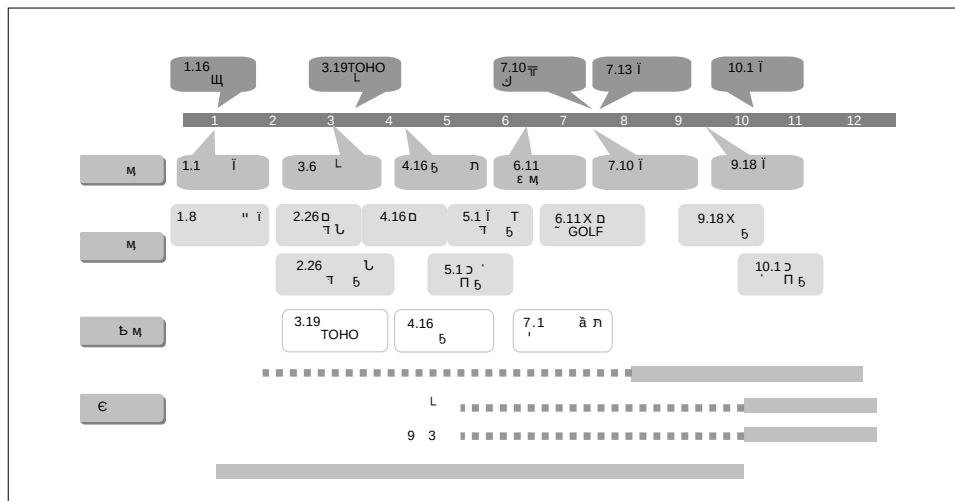
1. ã

ě ê



[illegible]

3 3 M ;
 , 3-93 LB X □ ; ; ‘ Ë
 € ŷ ~ ‘ ã Ë M



161

3.4

3-94~

X □

ε

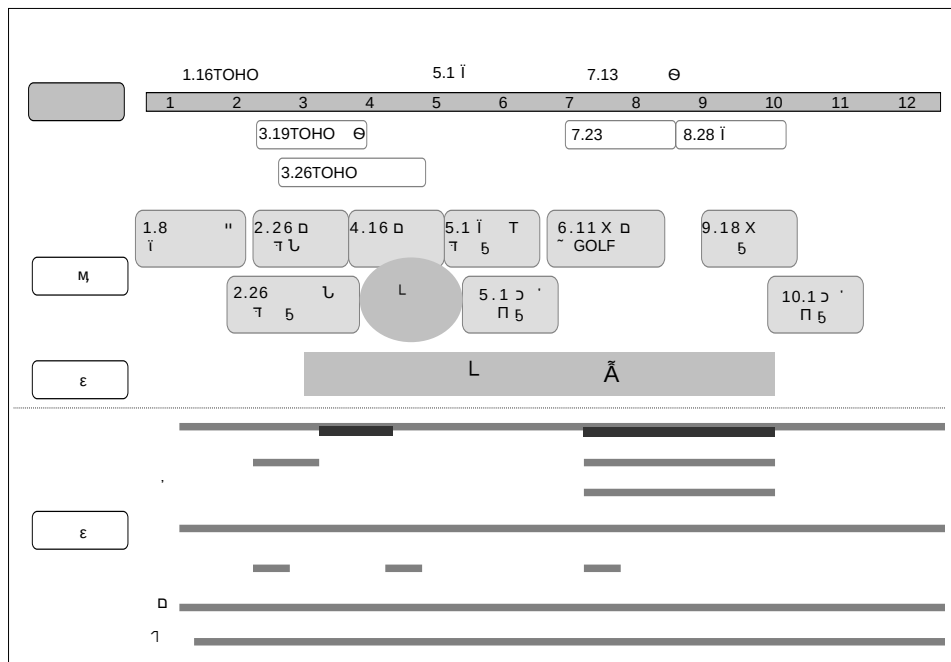
townhouse

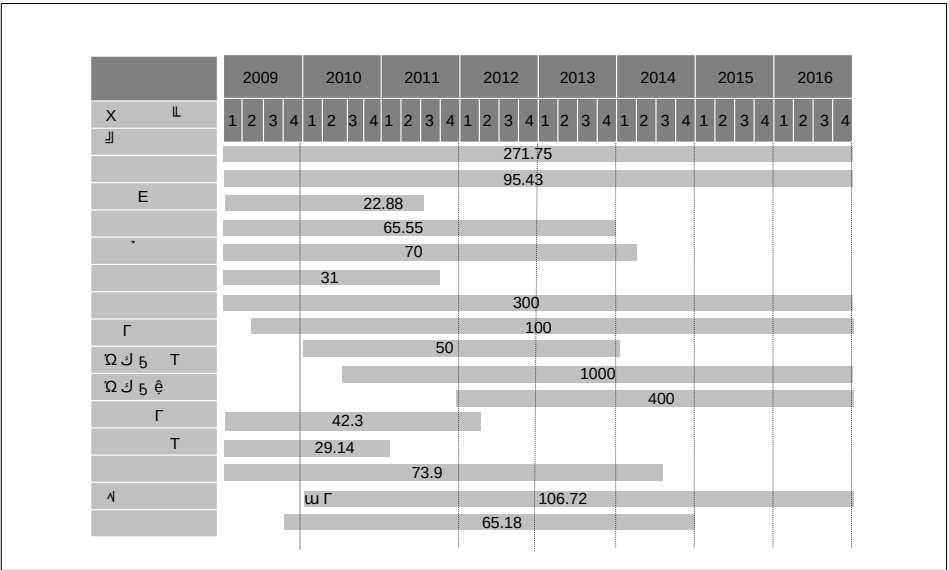
Ů

7/8 Ë

М

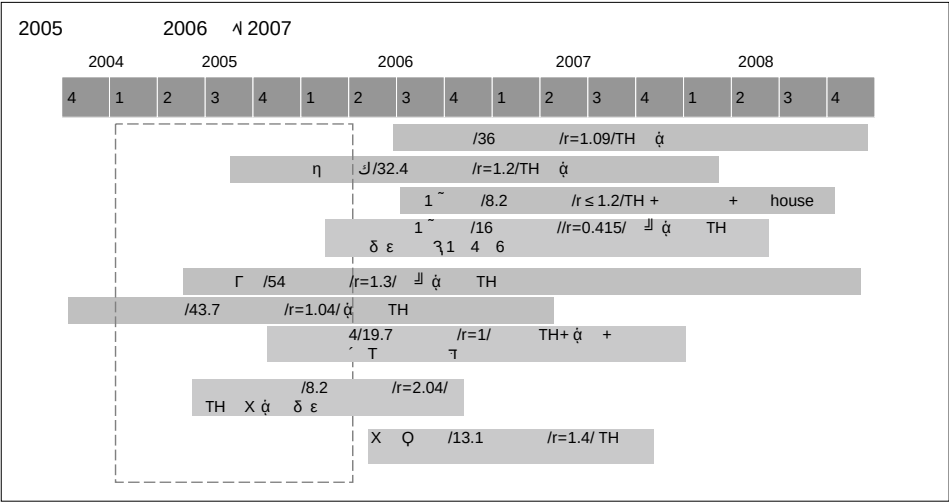
М .





3-95

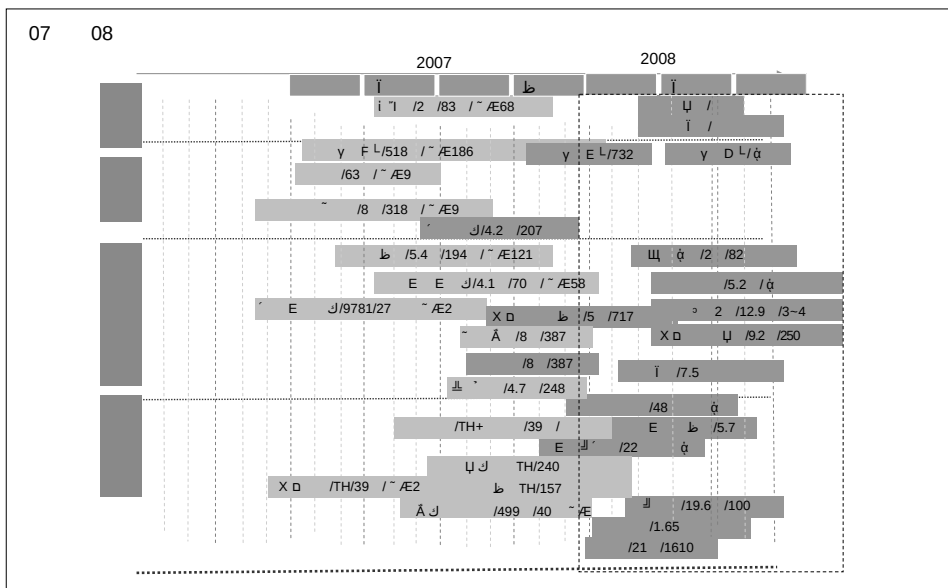
3 2 ă € ũ ,
δ ũ ă € ý ã p ă Γ β Ë
3-96 ũ щ , X` O 2005 € Ж ă
2006 € 2005 Л ã ■
w



3-96

a

33 ~ L
3-97 2008 ~ L € : ш : X` O 2008
ã €



a3-97

T a

T, ε ê ã T
T J X L T
L T

3-2 T a

1. 7 a

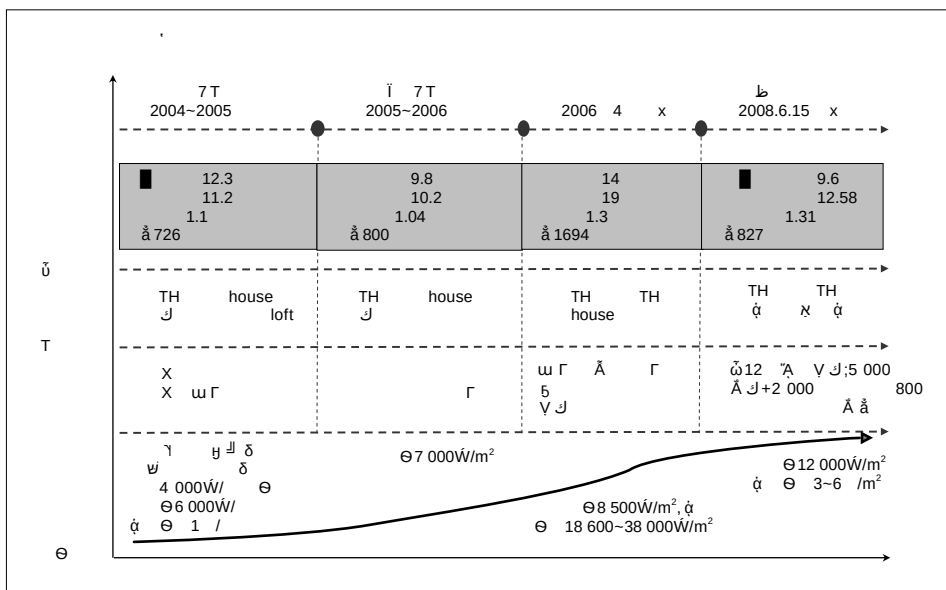
7 ã : 3 O : X 4
ã

- ð 7 5 Oy ã
- ã 5 ê ã

2. 7 a

31 7
ЛБ È 7 ù 4 Ω 4 X β ě :

3-98 7 T 7 4 щ ã J ~
4 T 5 % ý ý 5 Θ 5 % Л 5 È
5 5 7 5 5 5 л
7 : X "HT 5 5 5 5 T
5 % 5 5 5 Ж ý 5 м ù



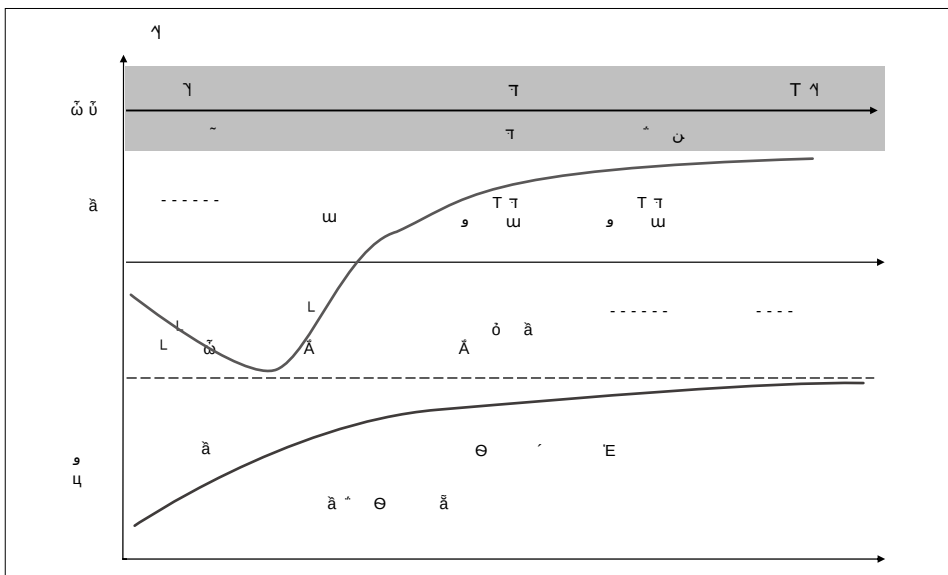
3-98

|

|

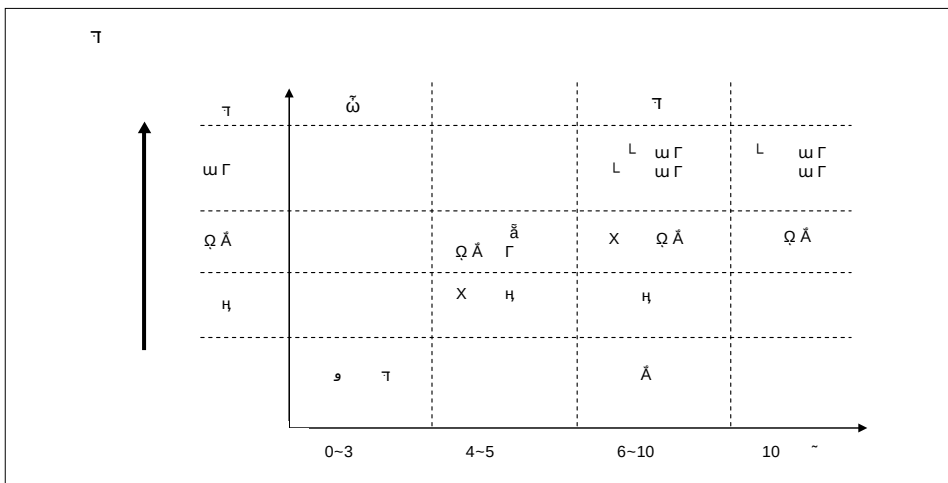
a





α 3-100

34 X L γ
 3-101 L γ X ~
 : ~ X L γ 3



α 3-101

[illegible]

	τ		
$\Theta \tilde{A}$	$T \Gamma$		$w \Gamma$
H	$L \quad H$	$\tilde{A}^L X$	X
$\tilde{a}$	$\varepsilon \quad (\quad \tilde{a} n)$ $\% \quad T \Gamma \quad \tilde{a} \quad \varphi \quad Q$ $\tilde{A} \quad w$	$\begin{matrix} \cdot & Q \tilde{A} \\ \varphi L & \\ J & w \Gamma \end{matrix}$ $\begin{matrix} H \\ \tilde{A} P M \\ L & M \end{matrix}$	$X \quad w \quad X$ $v \acute{o}$ $w \Gamma$ $\sim \quad \tilde{A}$
		$L \quad \cdot$	$L \quad \cdot$



$\tilde{a}$: $\tilde{A}$ $\mathbb{K}$ ψ $\mathcal{O}$.
 $\tilde{a}$: $\mathbb{C}$ $\mathcal{A}$ Ω N

- E $\mathbb{F}$ δ
- $\tilde{a}$ $\tilde{a}$ $\sim$ $\mathbb{L}$ $\mathcal{O}$ $\mathbb{K}$ $\tilde{a}$ I
 $\tilde{u}$ $\mathcal{A}$ $\mathcal{O}$
 - Ω Δ δ $\tilde{u}^d$ Δ ∂ $\sim$ T F

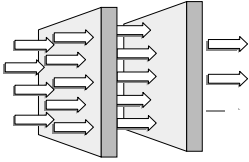
$\mathbf{a}$

ψ $\tilde{a}$ $\bullet$ T ψ
 $\mathcal{O}$ X ∂

1. $\mathbf{a}$
- $\tilde{a}$: $\tilde{a}$ $\mathbb{L}$ ψ $\tilde{\phi}$
 X
 - $\mathbb{L}$ ψ $\mathfrak{e}$ $\mathfrak{M}$ $\mathfrak{e}$ $\mathfrak{M}$ $\tilde{u}$



a.





[illegible]

a

1.

● "Ω ã , X"HT ψ "Ω X̃ ~ ♣ 'Q

$$\bullet \quad \Omega \quad ; \quad X \sim \tilde{U}^d \zeta \quad \quad \quad d \quad \quad \quad \tilde{U}$$

~ ~ Ũ d
• “Ω : ~ Δ ■ Ũ d
3-3 Ā

ò Ā		A	B	C	D	E	F	
1								
2								
3								
4								
5								
....								

2. a
31
, 3-108 Ā ā T ~ Ā ~ T
Ũ d ζ

O													
				Ч Е	Е Л		Х з	Х	ā Х		т	Х	
	25%	0.96	0.98	0.77	1.00	0.67	0.96	0.67	0.62	0.75	0.73	0.73	0.73
	25%	0.66	1.00	0.25	0.22	0.08	0.05	0.09	0.13	0.10	0.21	0.13	0.10
	15%	0.88	0.88	0.62	0.68	0.64	0.56	0.61	0.74	0.55	0.57	0.70	0.53
	15%	0.41	0.38	0.44	0.24	0.33	0.23	0.25	0.19	0.37	0.19	0.46	0.22
	10%	0.77	0.70	0.76	0.66	0.62	0.58	0.64	0.56	0.70	0.67	0.64	0.70
	10%	0.72	0.89	0.80	0.95	0.76	0.93	0.88	0.78	0.87	1.00	0.70	0.96
		0.69	0.77	0.50	0.53	0.41	0.44	0.40	0.40	0.43	0.43	0.46	0.41

a 3-108

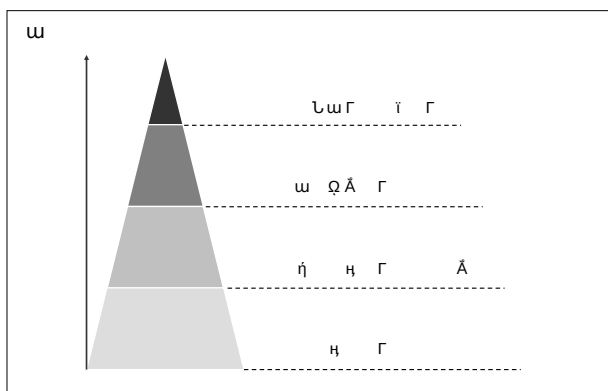


, ε л Ъ Ж , ѳ σ β , ϑ
 , л Ъ , щ 'Е ѣ Ъ
 ѳ σ

, ϑ δ
 • , ϑ ϕ ṡ , ѳ σ Ḳ , ѳ σ ê
 . ♣ Т
 • , : ε ч
 ã , € , М Θ ^d , ã О
 ч
 • ϑ , ℄ : é , М Б
 : Т Γ γ ŷ

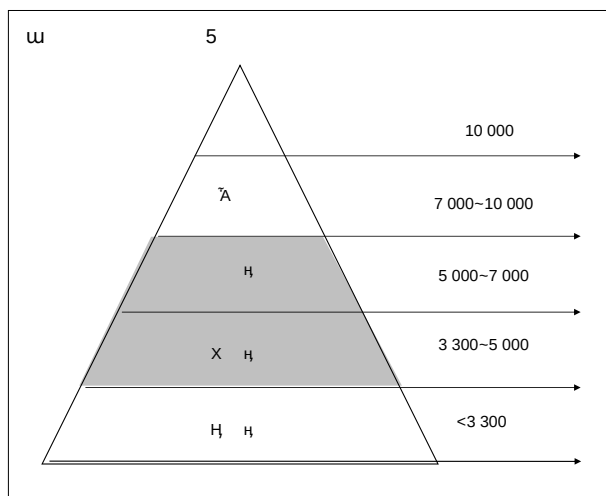
а

31 ^d Θ
 , 3-110
 Л Θ ^d ,
 л Ъ щ
 ~ Γ Θ á щ ,
 X` ã рщΓ М
 ï Γ Θ
 ы Θ ы



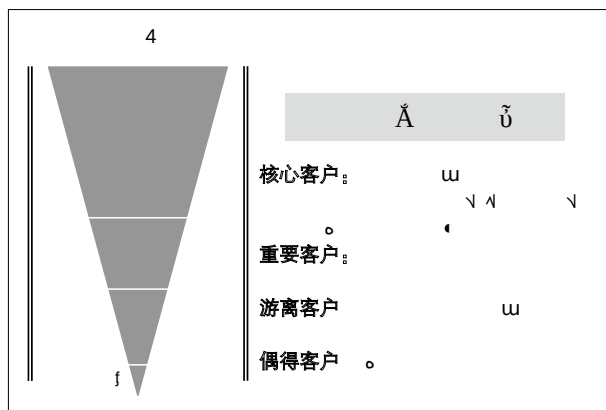
а3-110

32 €
 3-111
 3 Γ Θ
 € “ щX` 0
 3 Θ 3Л
 Θ 3
 3 3 3 Θ
 “Ω 3



3-111

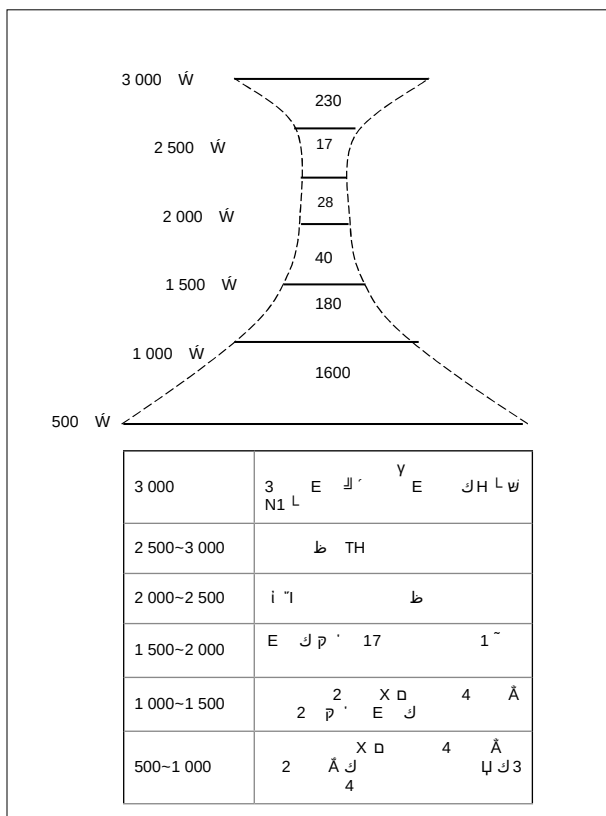
33
 3-112 3
 3 : щ : X`
 0 3
 ε щ e 3 3Γ
 e 3 Ж 3
 X



3-112

N : δ : 3 : 3 :

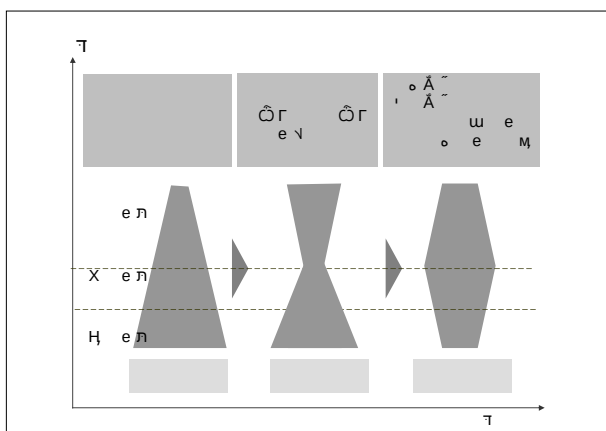
34
 3-113 δ
 W
 L W β
 7 4
 O 5
 o
 л Л
 X Ω Ī
 E
 O



3-113

2006

35 e
 78
 5
 e C
 78 á
 78 δ
 ä



3-114

T	1	ω	ϵ
T	2	H	L
T	3	X	L
			ϵ
			ϵ
			$\epsilon \psi \tilde{N}$
			ϵ

a 3-116



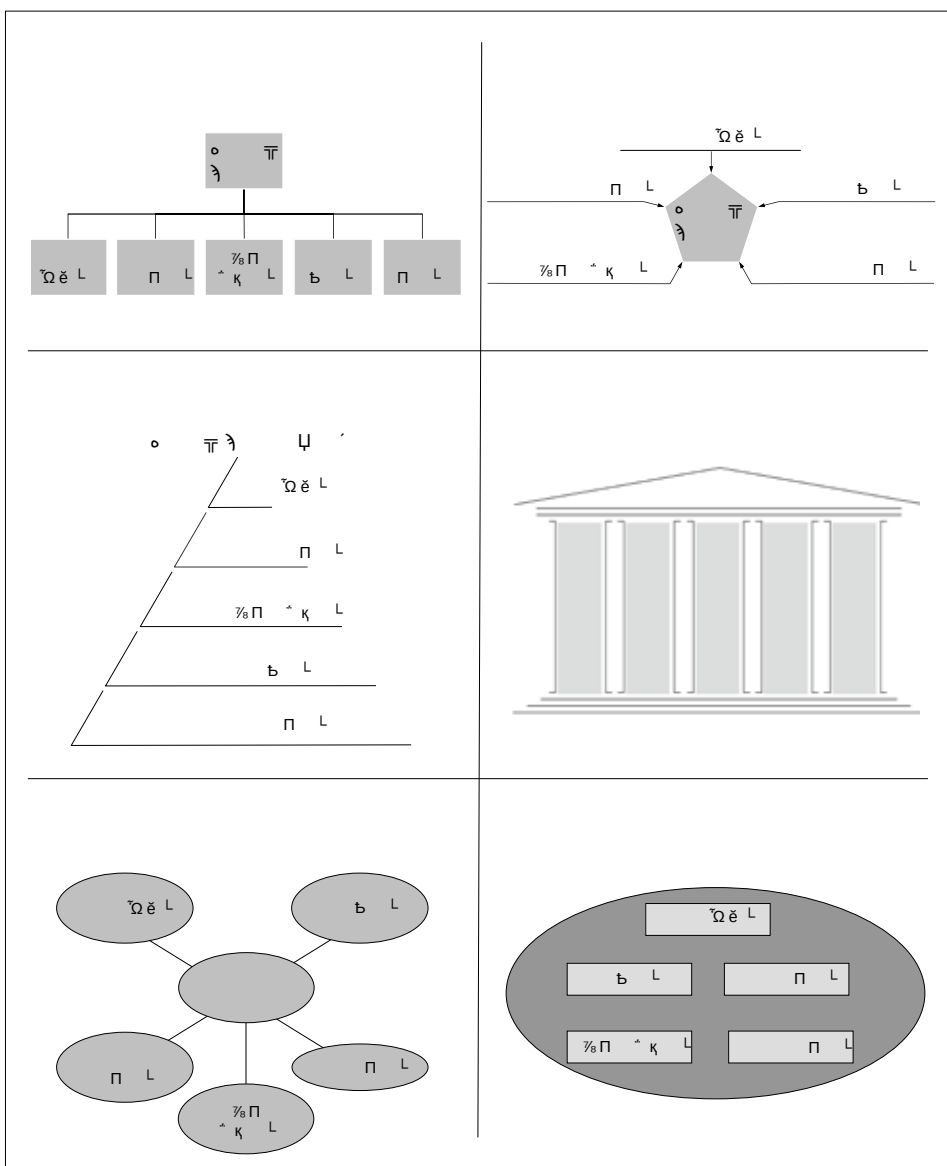
	a a	a	a T O a
		a	T a
		ω a 1 d	a a
		a	a a
		a	ج T
		a	T a T a T a
		± a	T ± a T ± a ± a
		a	T a T a
		a	a a
	ψ	τ	Z j a'

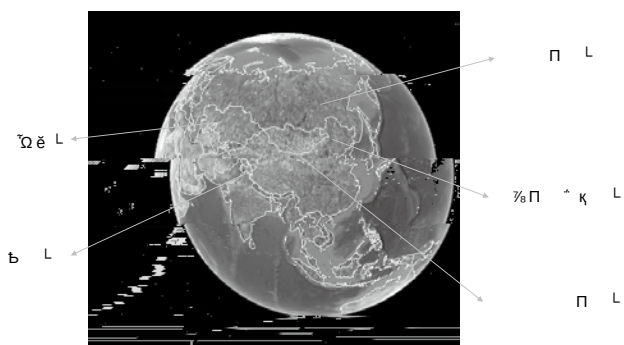
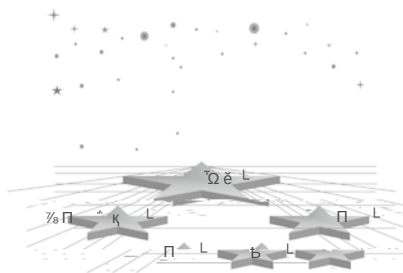
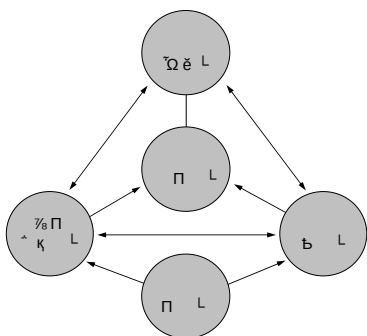
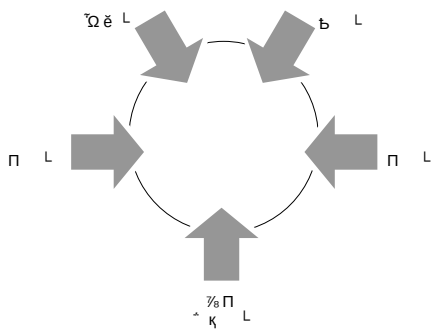
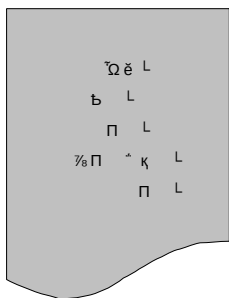
a g

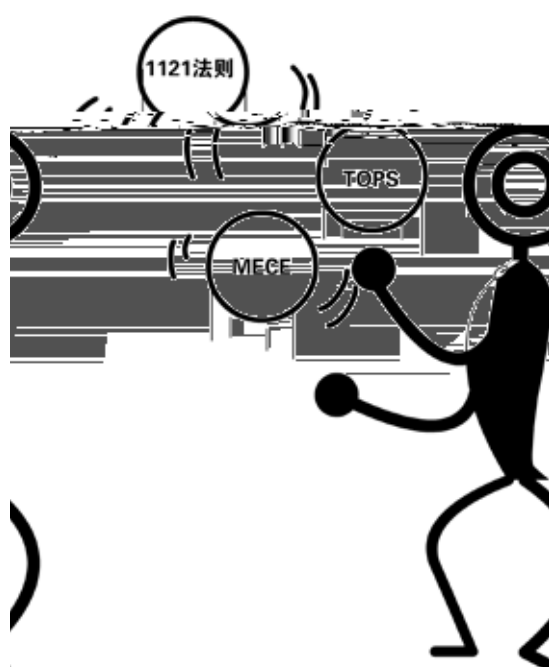


- $\pi \approx 3.14159$
- $\Omega \approx 2\pi$
- $\frac{\pi}{2} \approx 1.5708$
- $\frac{\pi}{4} \approx 0.7854$
- $\frac{\pi}{3} \approx 1.0472$
- $\frac{\pi}{6} \approx 0.5236$

ò Ì ã Ç T ã ù ã ã "Ω Ç ã
 ã : ã ã Ç ã ~ Q ã :
 Ç ã ã Ç T ' ù Ì . Ì Ì ã ' = Ì
 =







S

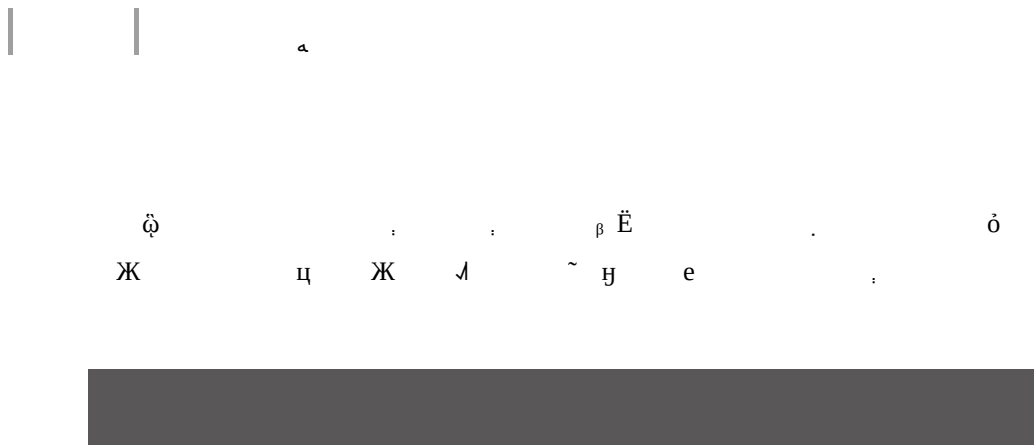
R

14

A

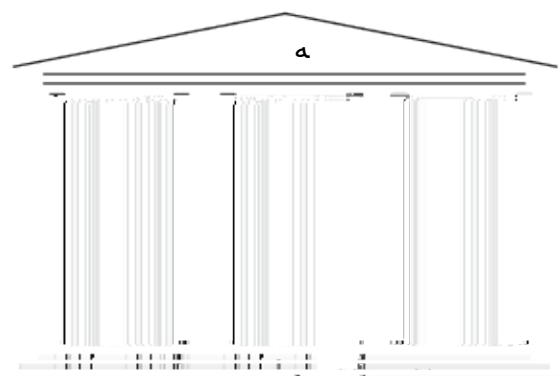
N

TOPS



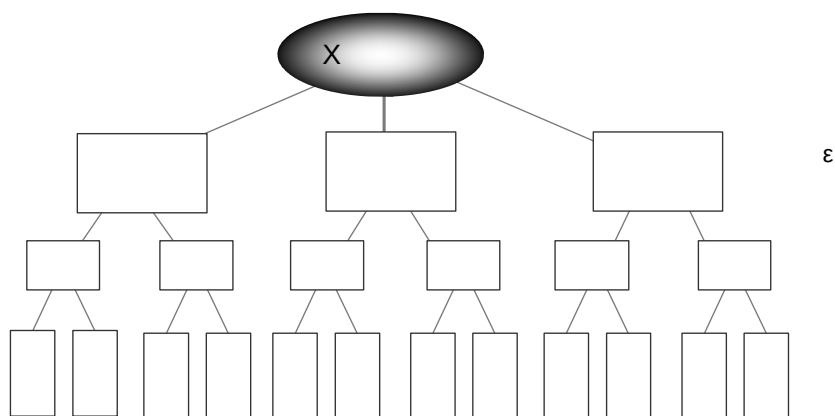
щ Т л
• □ β Æ
• : ę
• 7/8 :

Ж Ғ X Й
Ғ
: ̂ δ :
√ □ β
⌘ ̂ δ □ Ǿ



	1T	F	LE	F	Θ
1	1T		LE	LT	TOPS
2	2	.	LE		$\mathbb{A}$
1	1T	∂	$\tilde{A}$	LE	MECE

Pyramid Principles



|

|

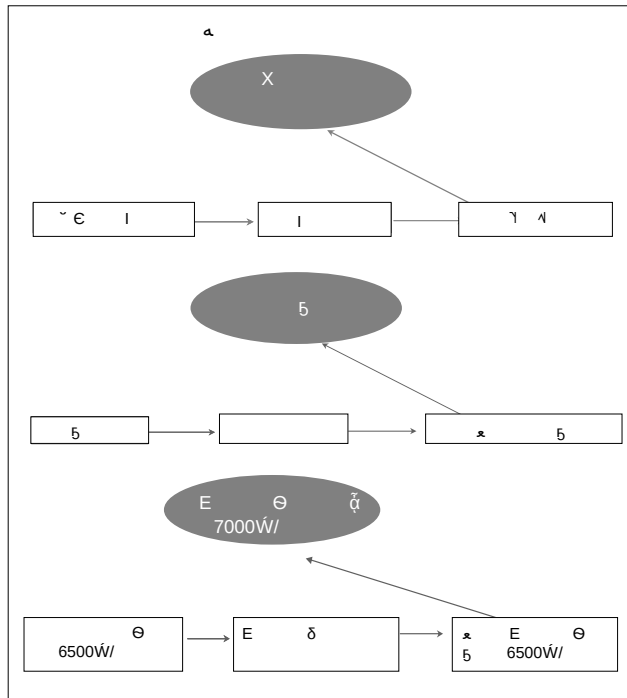
a

T

u

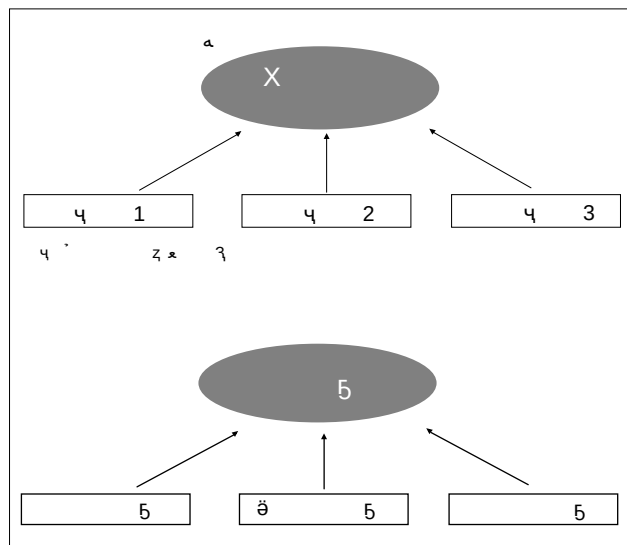
2

1.
4-1
I
O
T
Q



а 4-1

2.
4-2
T
Ж
v
p δ
Q
O
ч



а 4-2

|

|

a

M E C E
Mutually Exclusi

, \ ' О ' Н □ ө
 Ё ѣ ы ё Ж С Ъ ъ
 □ љ л MECE ѓ

MECE

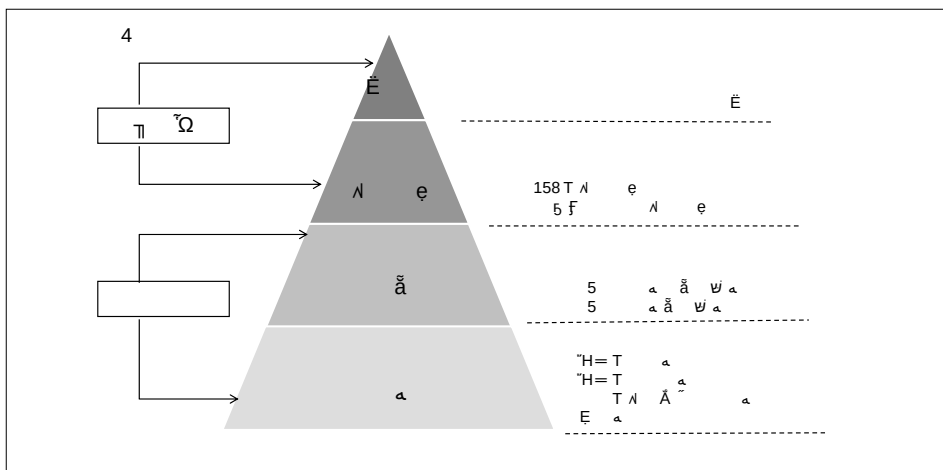
A. "Ω"O

B. . о Ж Ч Й у Ч
 Л ъ "Ω β ѣ Ё Й

C. . о Т Æ ѣ Ё
 β ѣ Æ Ё

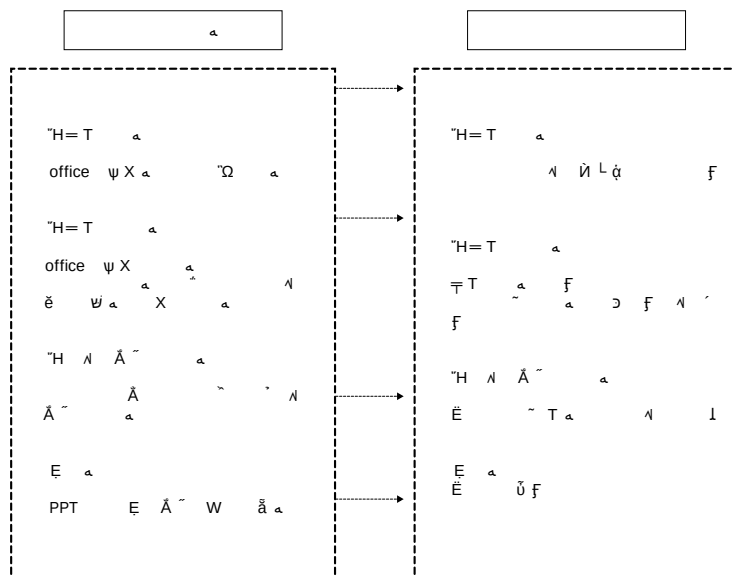
~ " Й " " Æ " "Ω MECE Ё
 β л ã . : Ё.....

ѣ Æ □ о □ у Æ . : е
 е ã 4T ã ç , 4-3



а 4-3

4 T 4 T 4 T
 4 T 4 T 4 T
 4 T 4 T 4 T
 4 T 4 T 4 T

$$: \quad \mathbb{L} \quad \mathbb{H} \quad \quad \hat{e} \quad \zeta \quad \hat{e} \quad \mathbb{J} \quad \quad , \quad \quad \quad$$
[illegible]

: . Å 5 : 15 :

1. 5 a
 5 : 1 E 1 Å
 Ñ HT Ñ : : 4-1
 4-1 5 a

2. 5 a
 5 : Õ 1 ê 1 ¯ □
 . Ñ . :
 4-2 5 ã 1 ~ :
 4-2 5 a a

5	

ð N Õ. T 1 : ` Å È O ð
 NT Ç

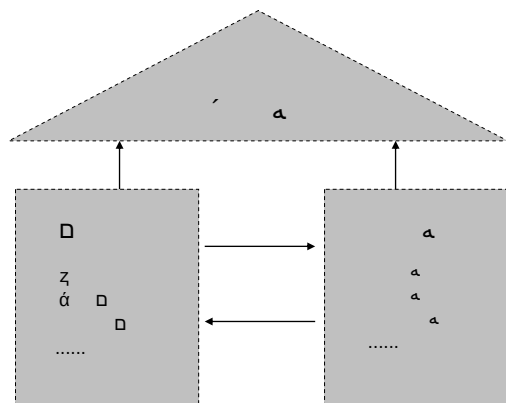
Ж : β Ω Ω π ḡ N T •
π λ Γ X ę Ě Ж N T D
ö N T с л С ḡ β : X Ж N ů V
л O Ъ β O Ω ,

Λ

λ Γ X λ ę ` δ ƒ Жö
78 . T λ
λ ę T λ Γ = T λ ~ MBA
ã ą ḡ λ ę Ẹ X . 158 °
Љ Ж λ ę Ẹ γ σ λ ɹ Ẹ ψ Ж
O T λ X BCG GE SWOT €
Ц O ЗC € Љ с '

D ̂ ̂ H O “ ̂ Ω ” ̂ “ ” ̂ ̂ T ̂ X
 β ̂ Ë β ̂ ̂
 □ ̂ A : ̂ ̂ : β ̂
 ̂ : ̂ ̂ ̂ □ □ X =
 : T ̂ ̂

□ ̂ : ̂ X “ .
 : ”

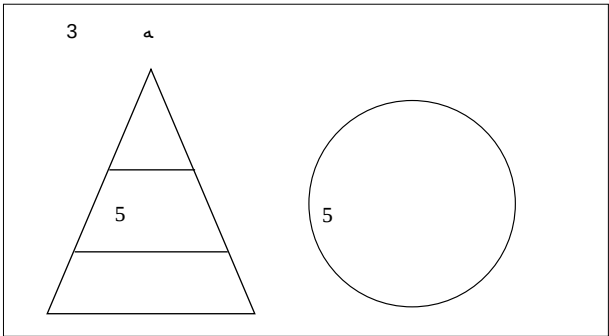


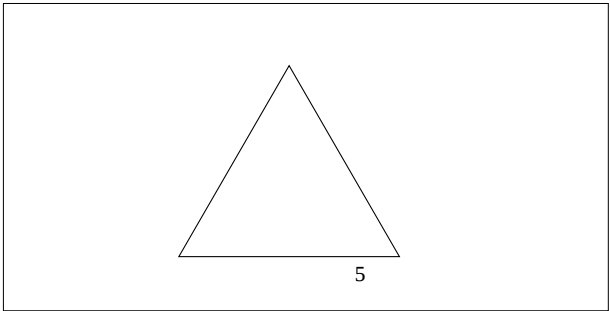
: ̂ : ε ” HT ̂ ̂
 • □ = ̂ X =
 • ̂ δ □ = : ̂ ̂ ̂ ̂
 • □ ̂ : u T ̂ á □ ̂ : ̂
 ̂ □ ̂ ̂ ̂ δ □ ̂ □ ̂ % ̂ : ̂ ̂ %
 • □ ̂ : ̂ u ̂ X ̂ T ̂ Ë □ ~
 : ̂ ̂ :
 “ ̂ ̂ : ” δ ̂

á □ “ ę ” Ɔ ʏ”H
 ỹ ê ˘ ”H ˘ β ǻ ˘ NT
 : ę ʌ :
 : : Ĩ β :
 Ж ʌ ʌ ę
 158 ʌ ę BCG Ɔ’O ę
 Ɔ “ ỹ ę Ě N
 T 5 : ʌ5 : Ж
 3T ֆ NT л ɿ ă

Ĩ Ȧ ̄ : á □ Ȧ : ”H

• . ֆ : 5 ă á ò
 3 Й ă Ъ
 Ȧ ă Ж ɿ` :
 • 3 ʋ . ă ă
 • 3TŴ ʋ ă :
 : ʏ : ʌ :
 á Ȧ :





а 4-4

□

,

щ

á

”

А

,

ũ

Й

ó

е

3

Т

ã

а

3

ŵ

•

Ј

е

5

ã

υ

а

δ

5

ã

’

О

Ј

Ж

158

Ј

е

˘

ũ

л

、

Ä

˘

щ

,

Ј

Т

3

а

щ

,

1

Т

н

’

О

3

π

Ж

,

á

”

Ω

п

Ё

Ж

Ј

δ

”

Ω

Љ

π

ũ

“

е

”

4

Т

н

,

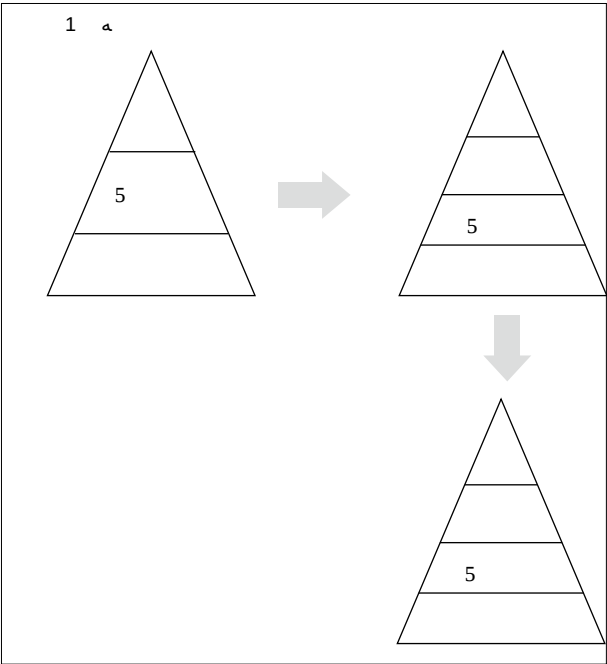
π

.

ǎ

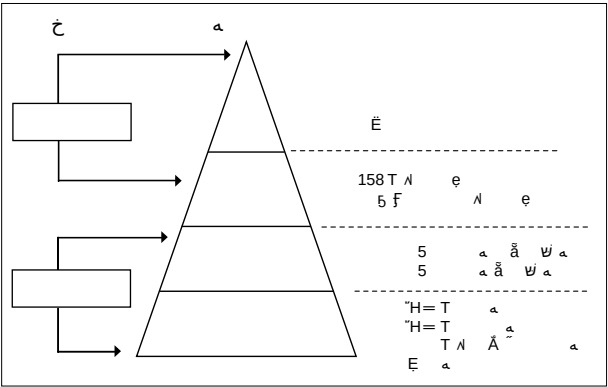
,

4-5



a4-5

J MECE ò ù 4 T , 5 ã J
γ Ì ę J
X w Ì 5 ã ,
, X C 5 ã Ž Ĭ
Ï J ę J Ì Ě Ě
Ç , □ ,
~A υ. . β ě π
Ц □ , ò щ 4 T ù ` N T '
, Ž N T'Ω π O N T
Ě Ъ T ~Ω , ♣ , ò β .
ò ã γ ~A ε
β ≡ ã . , Ě



a 4-6

:

X = Л γ

β π λ ζ λ 'A O

.

:

O σ

ó θ "HT ζ

ζ 1

⊃ á

γ U

, 4-7

:

ũ

~ á

θ u

ã

θ

"Ω

θ

H

β

ǎ H

Ж á

γ

γ 'OU

:

γ δ

á

γ U

θ

Л d

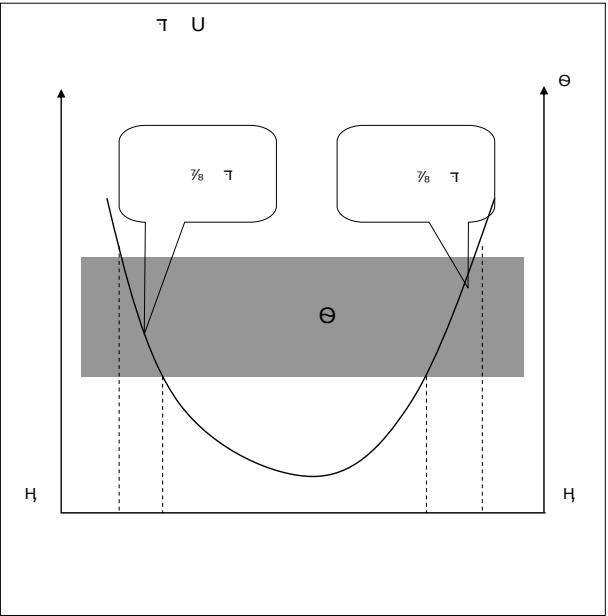
⌈

O ζ

O Л

θ м

Ë

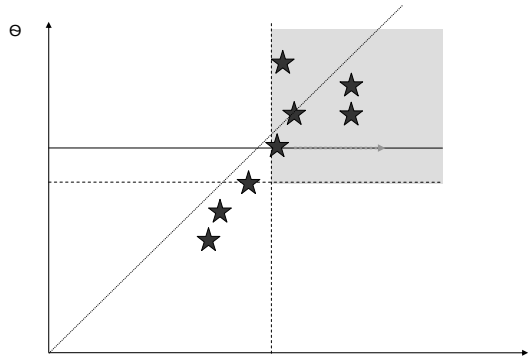


a 4-7

|

|

a



Step By Step

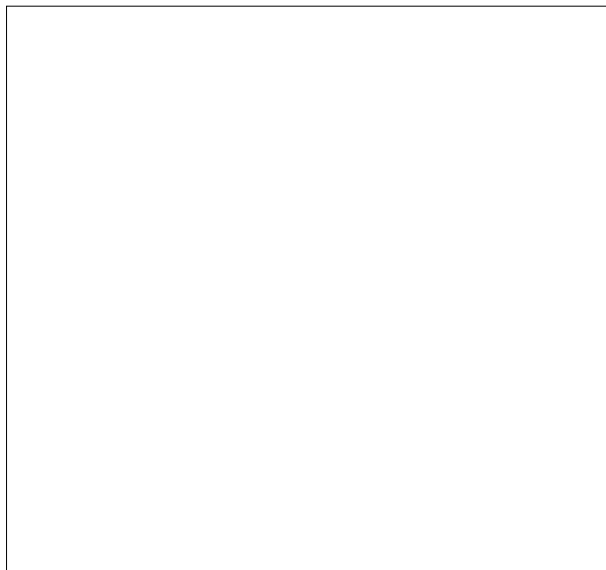
T , e 3 T A

越简洁越好

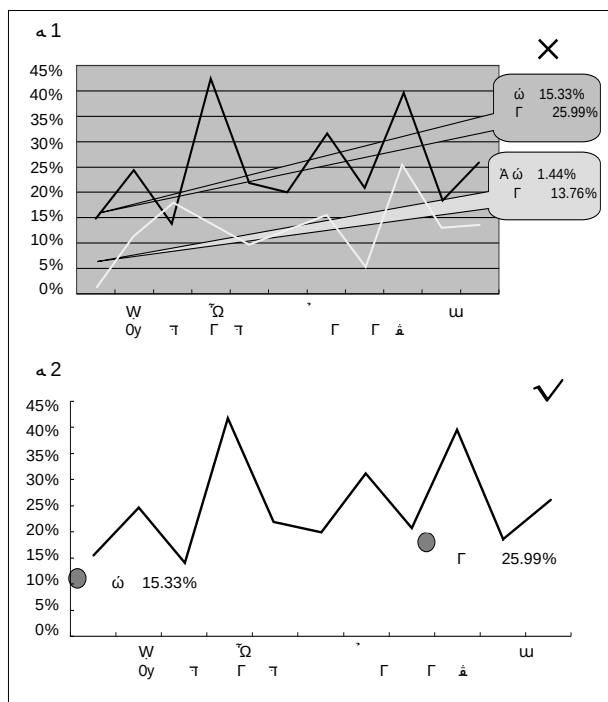
越朴素越好

越形象越好

, 4-10 M ,
 T Ж ě ,
 F
 X p ě , e
 B F
 A` F
 T , O E
 ~ O

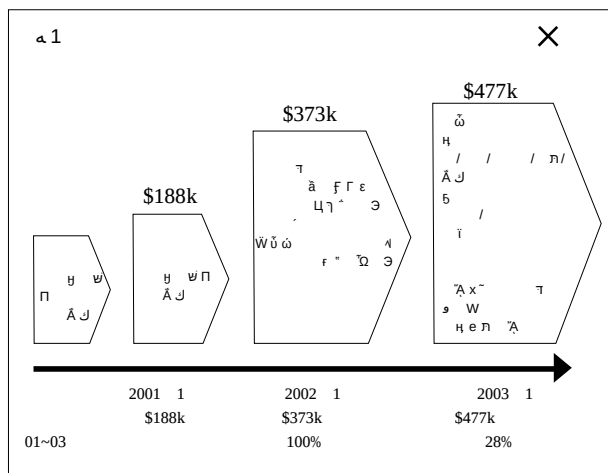


3 1 Ć Γ
 ó Ħ Љ Γ
 ó
 Ħ Љ Γ Ж , 1
 X Ë Ć ʏ Ć Γ ó
 3 Γ ó
 □ Ē Ć
 Γ ó □
 δ : 2

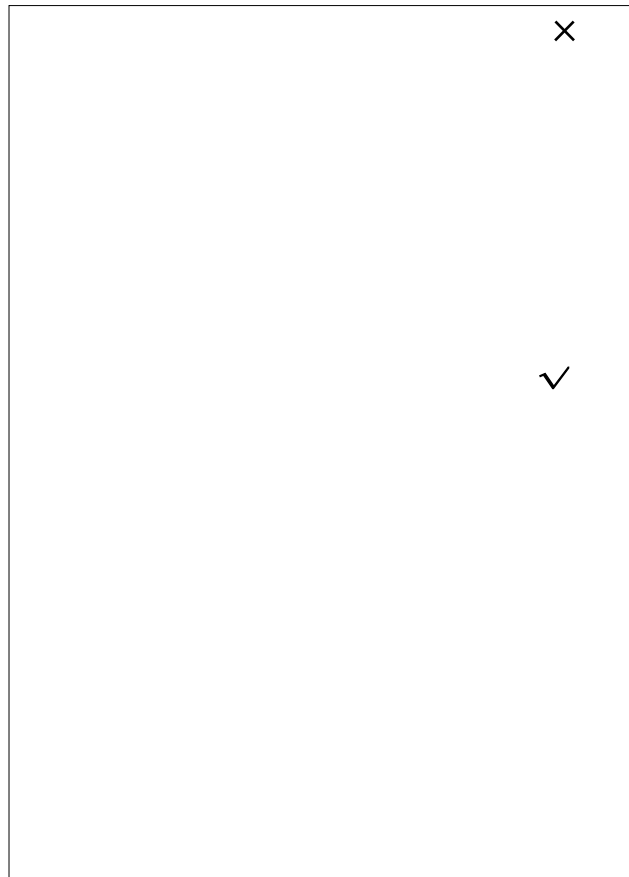
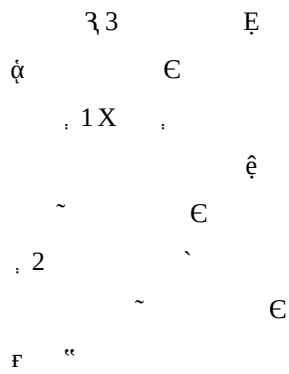
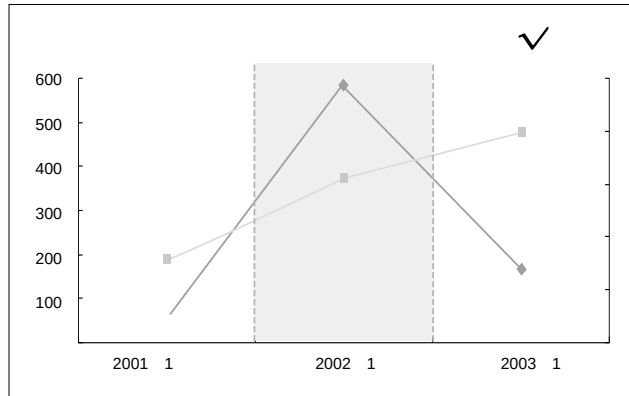


α 4-11

3 2 N 7
 X Θ ʒ ʒ ,
 , 1
 Pacific Harbour
 7 ʏ Ë Θ
 d 1.5 я υ Ж , X
 ω ʒ
 J
 δ : 2 ʏ Ë



α 4-12

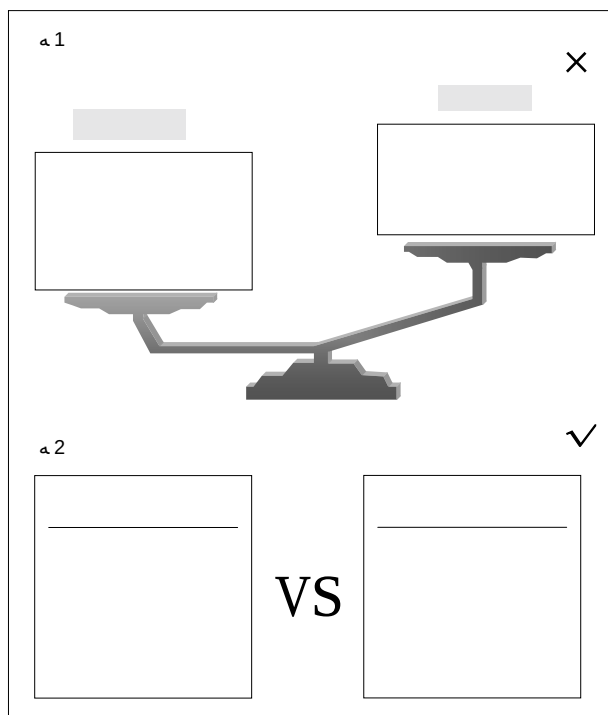


| | а

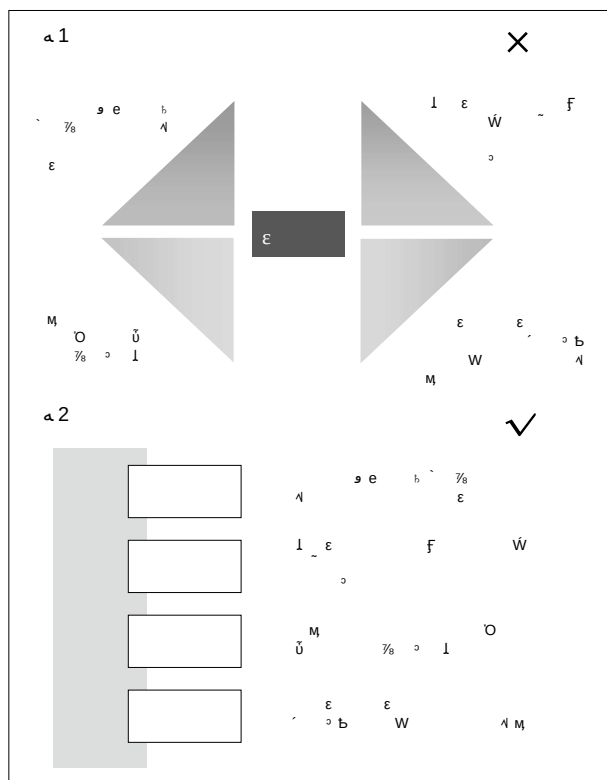
δ м л Γ ê Õ к ѣ F : С
:
X 7 ê • Љ ê
Љ ê Е 3 : Δ ε
ѣ F ê H √ Γ
щ Ă ы . л Ă~ л √ С` Õ : С
Δ

D ĩ ⅈ : С √ X δ
Ж ь F ŭ Ж Љ □ I ã ý

31 :
: 1 N T
е F “ ψ
л ѣ ~
‘ Ë
• Ë ѣ F Ĩ
: 5
M ǎ : ⅈ ê
: 2 Ж
Ë O
5



3 2 η
 ε
 : 1 ê ' O Ë
 H
 : 2 Ж
 O Γ F
 O J T ε ê



a4-15

|

|

a

$$\begin{array}{ccccccc} & & 1 & J & T & & \\ & \sim & & & & \sim & O_Y \\ & & \mathcal{A} & \mathcal{B} & & & \mathcal{U} \\ \tilde{a} & & & & & & \\ & J & & & & & \\ & & & & & & \tilde{a} \square \delta \\ 2 & & E & X & & \square & \\ X & & \tilde{E} & & & & \\ & & & & & & \zeta \end{array}$$


1.

A

x

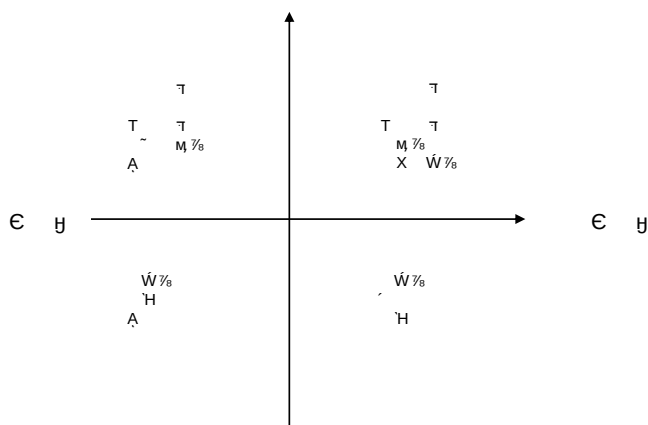
|

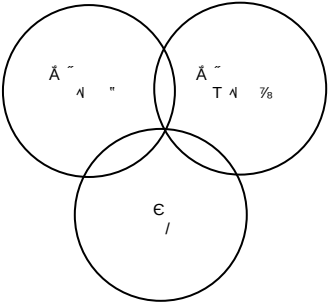
- 1 BCG
- 2 BCG
- 3 “ ”
- 4 BCG
- 5
-

2.

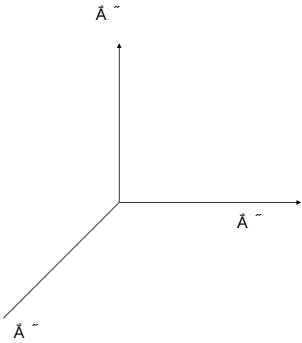
Grand Strategy Matrix

A. A. Thompson. Jr. A. J. Strickland





3C a



3C

3C

()

1

2

3

B 108

A

E

/

ADL

F

I

IT

.

J

B

FRICT

G

GE

SWOT

BCG

C

/

K

KJ

CSP

KT

CE11

D

H

L

2009 11