



Aspecte privind clasificarea și evaluarea activelor și pasivelor financiare

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The study presents BCG1 and BCG2 models, the firm's strategic capacity matrix and the firm's activity portfolio matrix according to Harvard University's creations patterns. The logical-mathematical systems expressing the balance between between the firm's strengths and weaknesses correlated to the opportunities and threats of the environment as well as the selection of an activity portfolio in a competitive firm are essential tools of performant firm management.