



لمحات من علم

النفس

صورة الحاضر وجذور الماضي

د. قدرى كفتى

طبقا لقوانين الملكية الفكرية

جميع حقوق النشر و التوزيع الالكتروني
لهذا المصنف محفوظة لكتب عربية. يحظر
نقل أو إعادة نسخ أو إعادة بيع أى جزء من
هذا المصنف و بثه الكترونيا (عبر الانترنت أو
للمكتبات الالكترونية أو الأقراص المدمجة أو أى
وسيلة أخرى) دون الحصول على إذن كتابي من
كتب عربية. حقوق الطبع الورقى محفوظة
للمؤلف أو ناشره طبقا للتعاقدات السارية.

الباب الأول : تأملات في المسيرة

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[English, H.B.& English, A.C]

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[Rosenthal, M.&P.Yudin] "

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[M.H. & W.A. Hillix p

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ج- تحديد القوانين الحاكمة لتلك الاتصالات والروابط.

[Wundt, W. p.].

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[Marx, M.H.&W.A. Hillix p] ."

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Titchener, E.B.] .

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[Marx, M.H. & W.A. Hillix p.]

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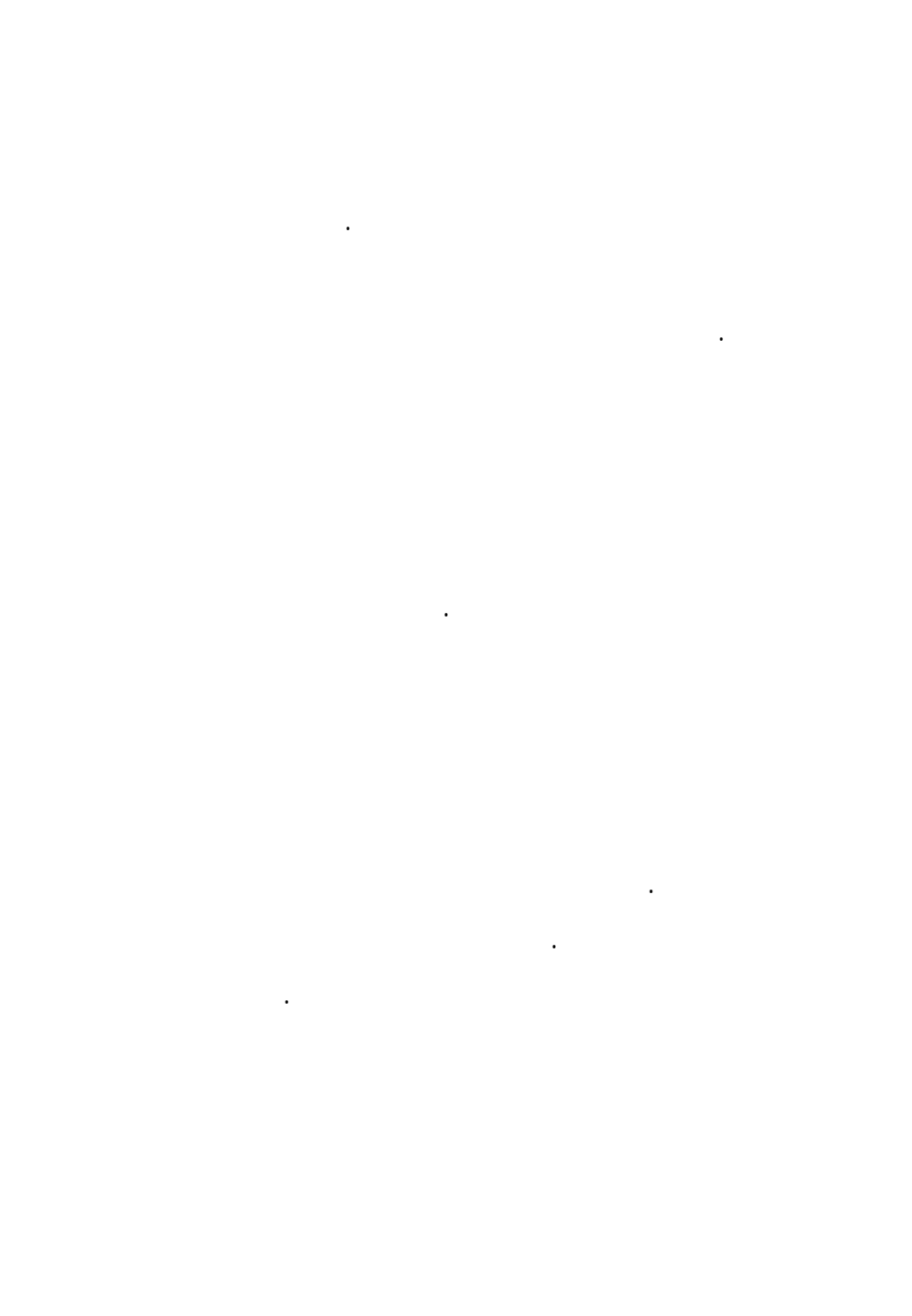
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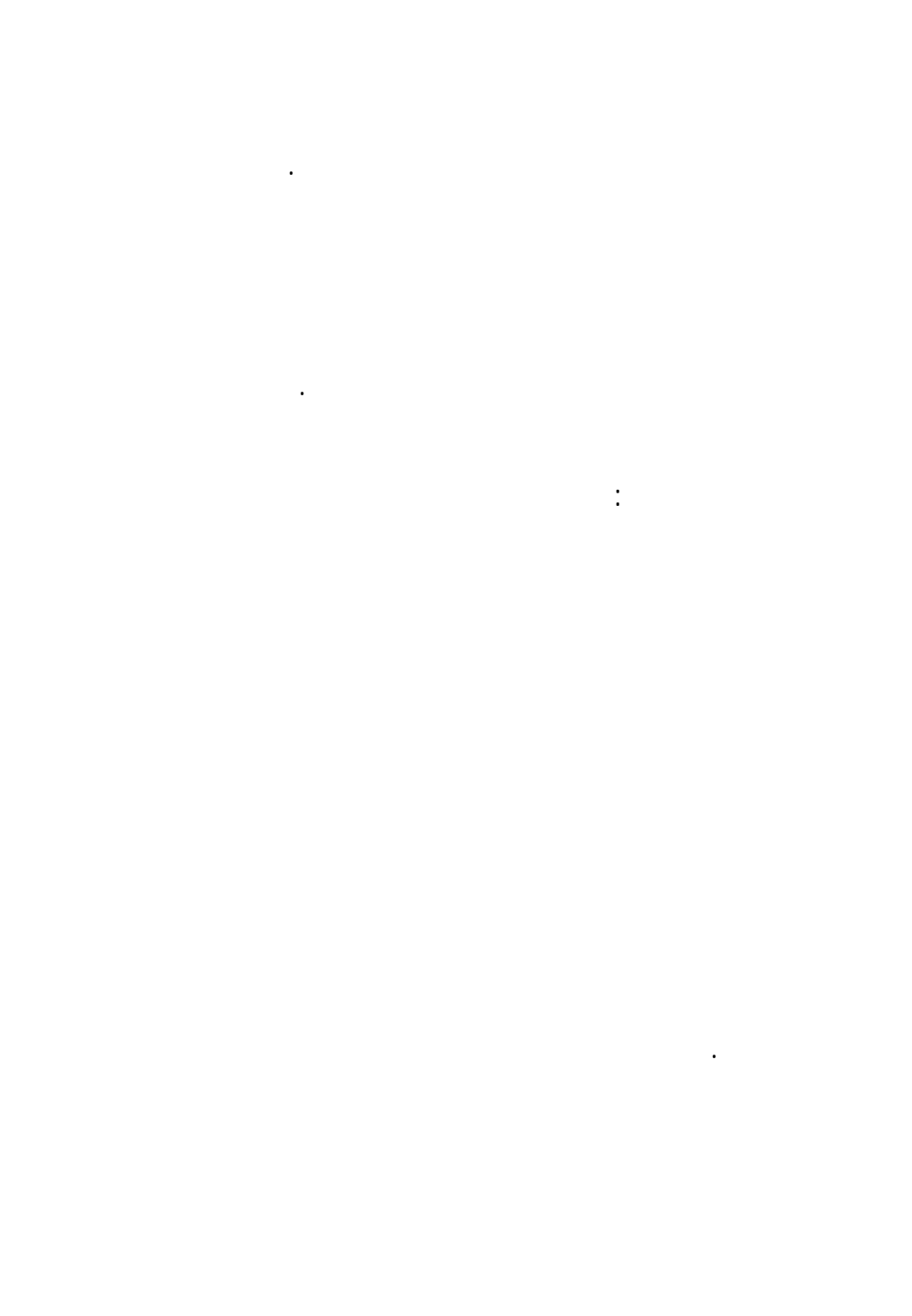


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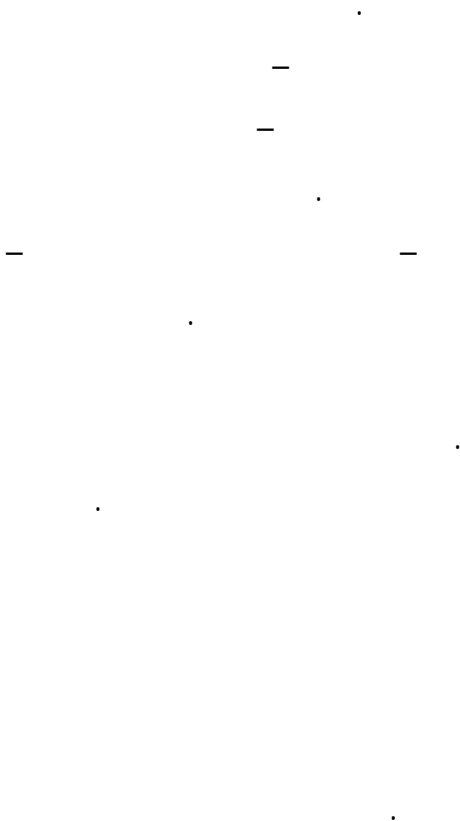
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• $\frac{1}{3} \times 100 = 33.33$

• $\frac{1}{4} \times 100 = 25$

• $\frac{1}{5} \times 100 = 20$

• $\frac{1}{6} \times 100 = 16.67$

• $\frac{1}{7} \times 100 = 14.29$

• $\frac{1}{8} \times 100 = 12.5$

• $\frac{1}{9} \times 100 = 11.11$

• $\frac{1}{10} \times 100 = 10$

• $\frac{1}{11} \times 100 = 9.09$

• $\frac{1}{12} \times 100 = 8.33$

• $\frac{1}{13} \times 100 = 7.69$

• $\frac{1}{14} \times 100 = 7.14$

• $\frac{1}{15} \times 100 = 6.67$

• $\frac{1}{16} \times 100 = 6.25$

• $\frac{1}{17} \times 100 = 5.88$

• $\frac{1}{18} \times 100 = 5.56$

• $\frac{1}{19} \times 100 = 5.26$

• $\frac{1}{20} \times 100 = 5$

• $\frac{1}{21} \times 100 = 4.76$

• $\frac{1}{22} \times 100 = 4.55$

• $\frac{1}{23} \times 100 = 4.35$

• $\frac{1}{24} \times 100 = 4.17$

• $\frac{1}{25} \times 100 = 4$

• $\frac{1}{26} \times 100 = 3.85$

• $\frac{1}{27} \times 100 = 3.7$

• $\frac{1}{28} \times 100 = 3.57$

• $\frac{1}{29} \times 100 = 3.45$

• $\frac{1}{30} \times 100 = 3.33$

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• $\frac{1}{32} \times 100 = 3.13$

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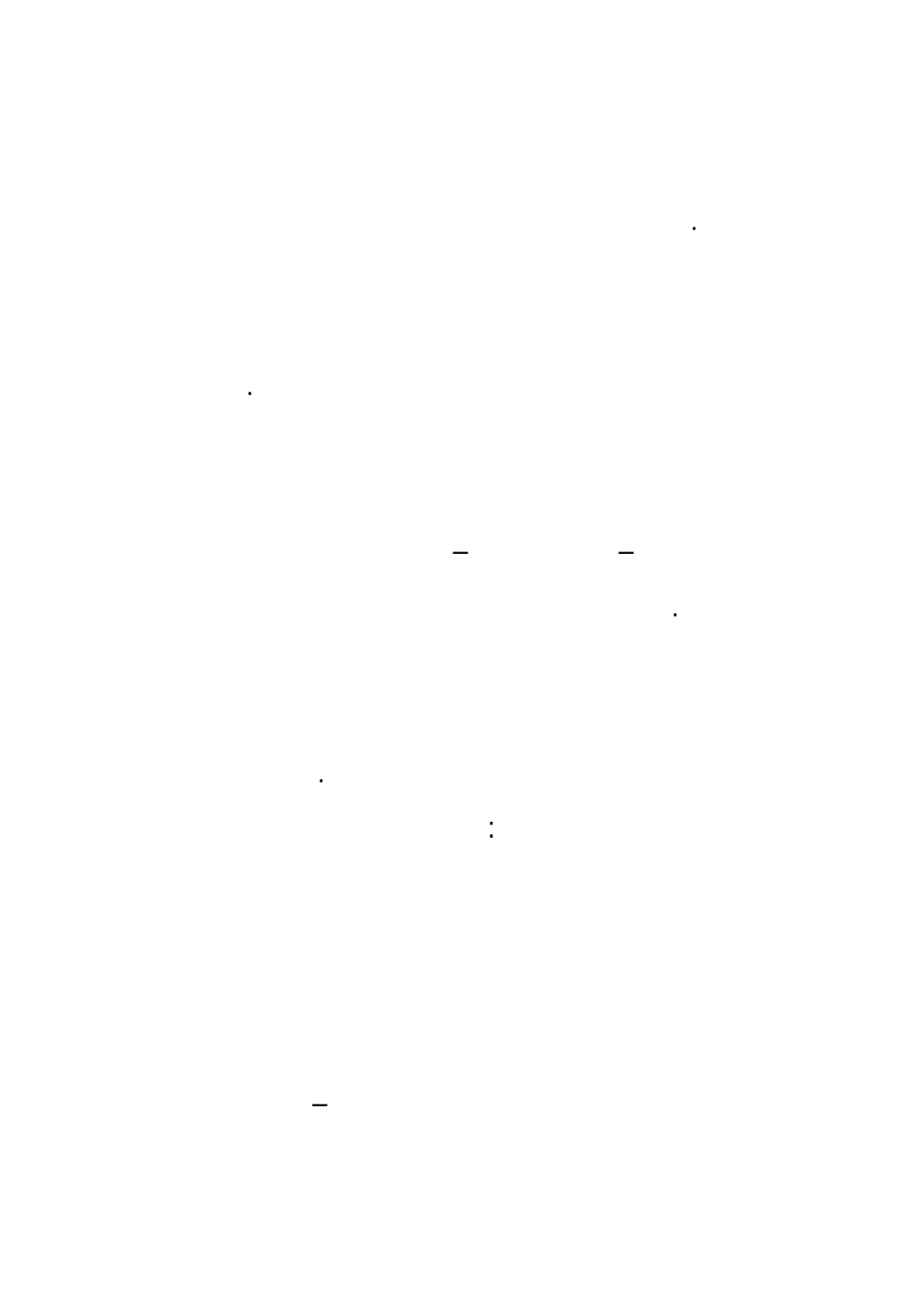
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1. The first step in the process of identifying a problem is to recognize that a problem exists. This is often done by comparing current performance with a desired state or goal. For example, a manager might notice that sales are declining or that customer satisfaction is low. Once a problem is identified, the next step is to define it more precisely. This involves determining the scope of the problem, its causes, and its effects. For instance, a manager might define a sales decline as a 10% drop in revenue over the last quarter, caused by a decrease in the number of new customers and a decline in repeat business. The third step is to analyze the problem. This involves gathering data, identifying patterns, and testing hypotheses. For example, a manager might analyze sales data to identify trends, such as a seasonal decline or a decline in sales in a specific region. The fourth step is to generate solutions. This involves brainstorming ideas, evaluating alternatives, and selecting the best solution. For example, a manager might brainstorm ideas such as increasing advertising, offering discounts, or improving customer service. The fifth step is to implement the solution. This involves developing a plan, allocating resources, and monitoring progress. For example, a manager might develop a plan to increase advertising by 20% and allocate the necessary budget. The final step is to evaluate the results. This involves comparing actual performance with the desired state and determining whether the problem has been solved. For example, a manager might evaluate sales data to determine if the 10% decline has been reversed.



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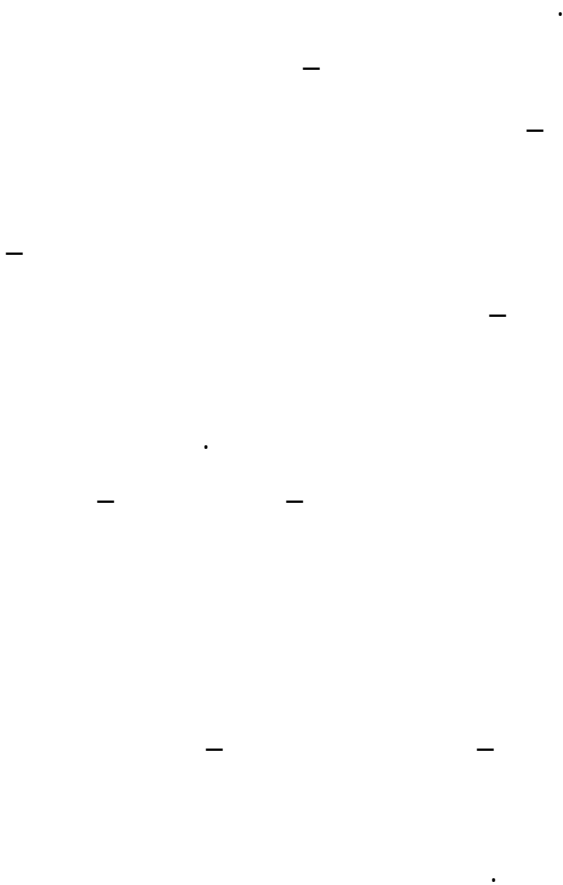
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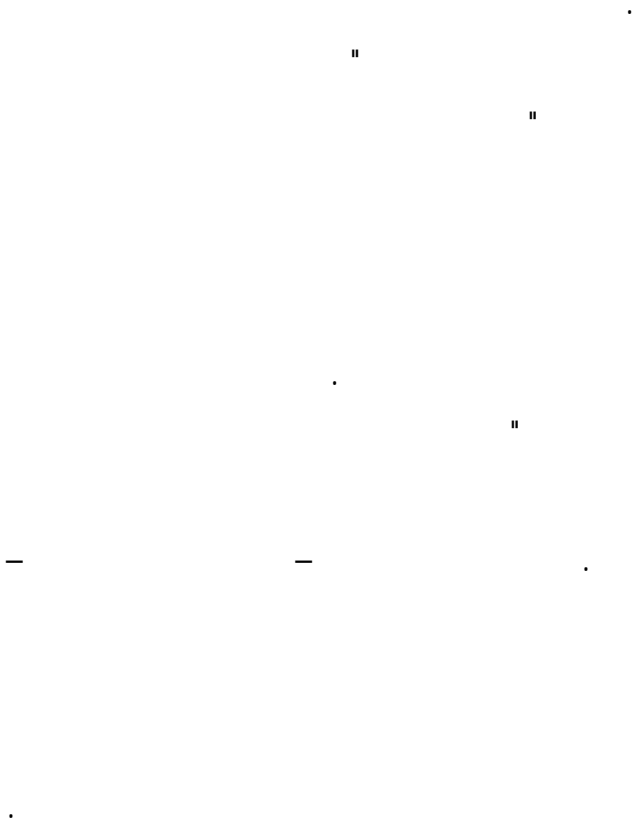
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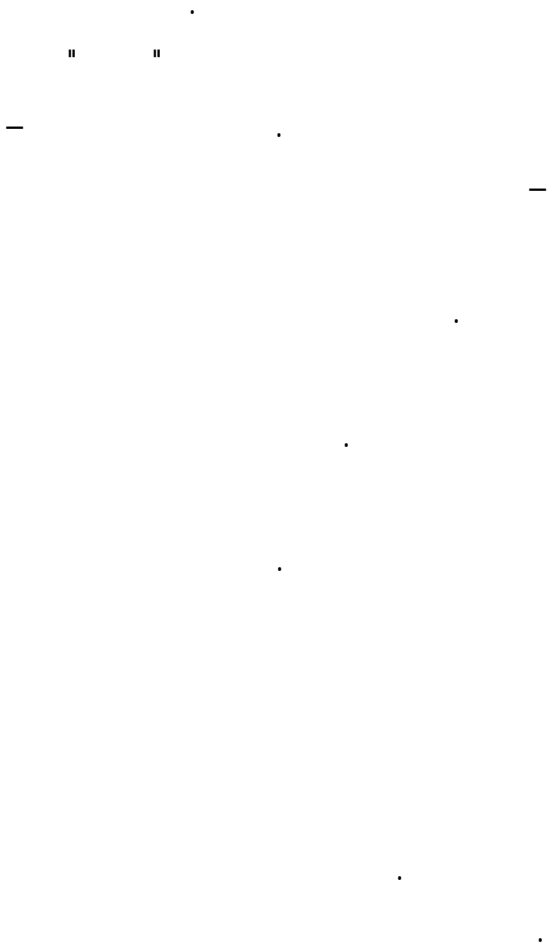
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1. The first step in the process of creating a business plan is to determine the purpose of the plan. This is typically done by identifying the business's goals and objectives, and then determining how the plan will help to achieve them. This step is crucial because it sets the direction for the entire plan and ensures that all subsequent steps are aligned with the business's overall strategy.

2. The second step is to conduct a market analysis. This involves researching the industry, identifying potential competitors, and understanding the needs and preferences of the target market. This information is essential for developing a realistic business plan and for identifying opportunities and risks in the market.

3. The third step is to develop a financial plan. This involves estimating the costs of the business, determining the revenue streams, and calculating the profit margins. This step is critical for determining the financial viability of the business and for identifying the funding requirements.

4. The fourth step is to create a marketing plan. This involves identifying the target market, developing a marketing strategy, and determining the marketing mix. This plan is essential for attracting customers and generating revenue for the business.

5. The fifth and final step is to write the business plan. This involves putting all of the information gathered in the previous steps into a clear, concise, and professional document. The business plan should be written in a way that is easy to understand and that clearly communicates the business's goals and objectives.

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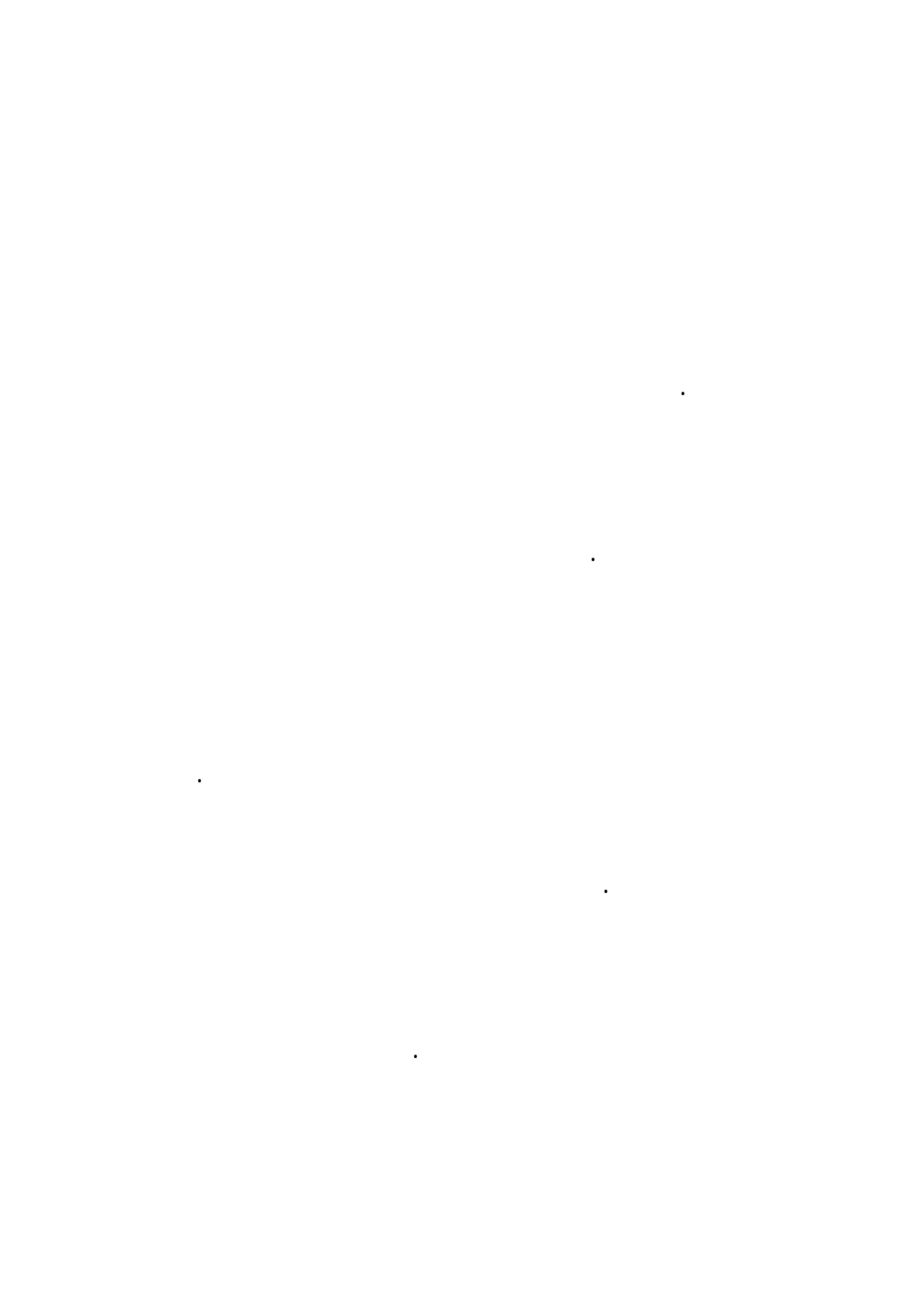
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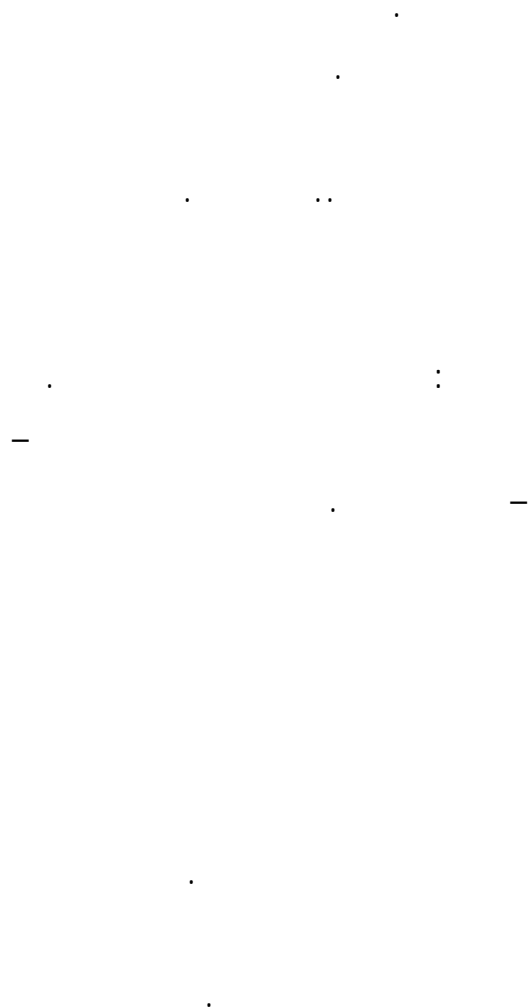
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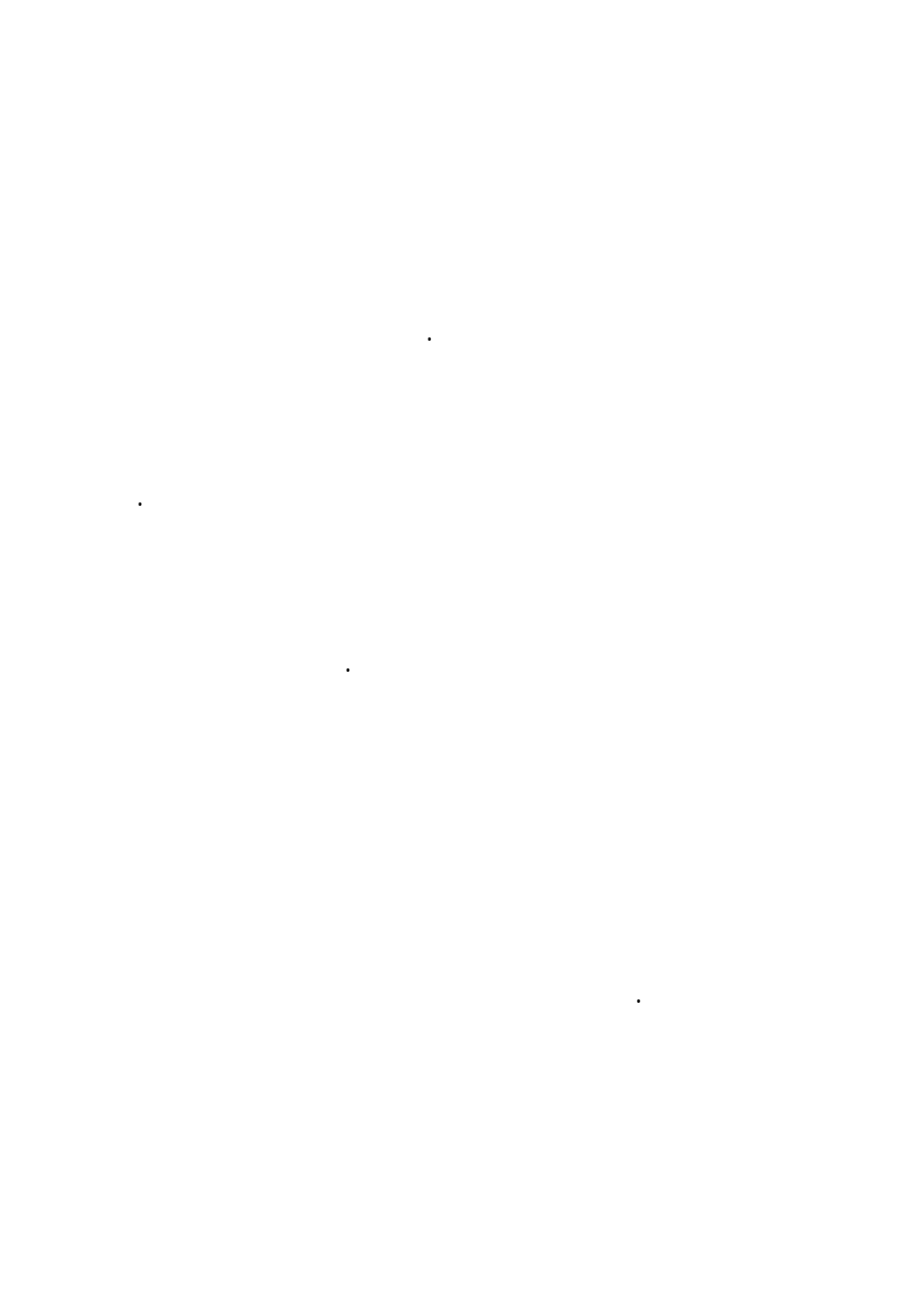
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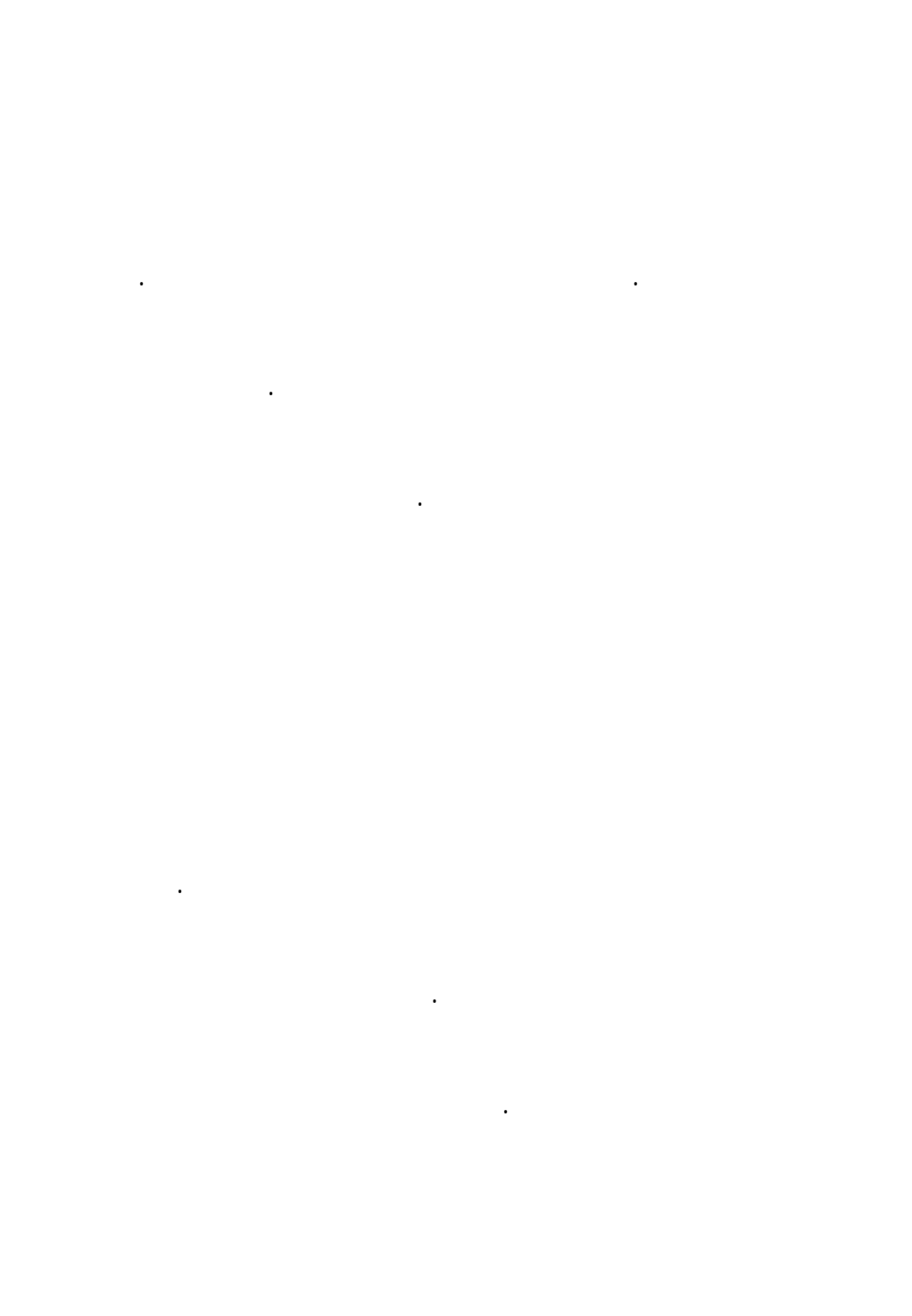
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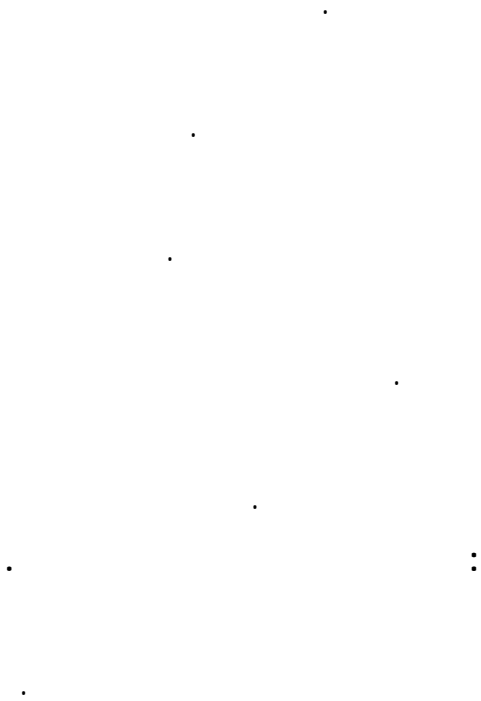
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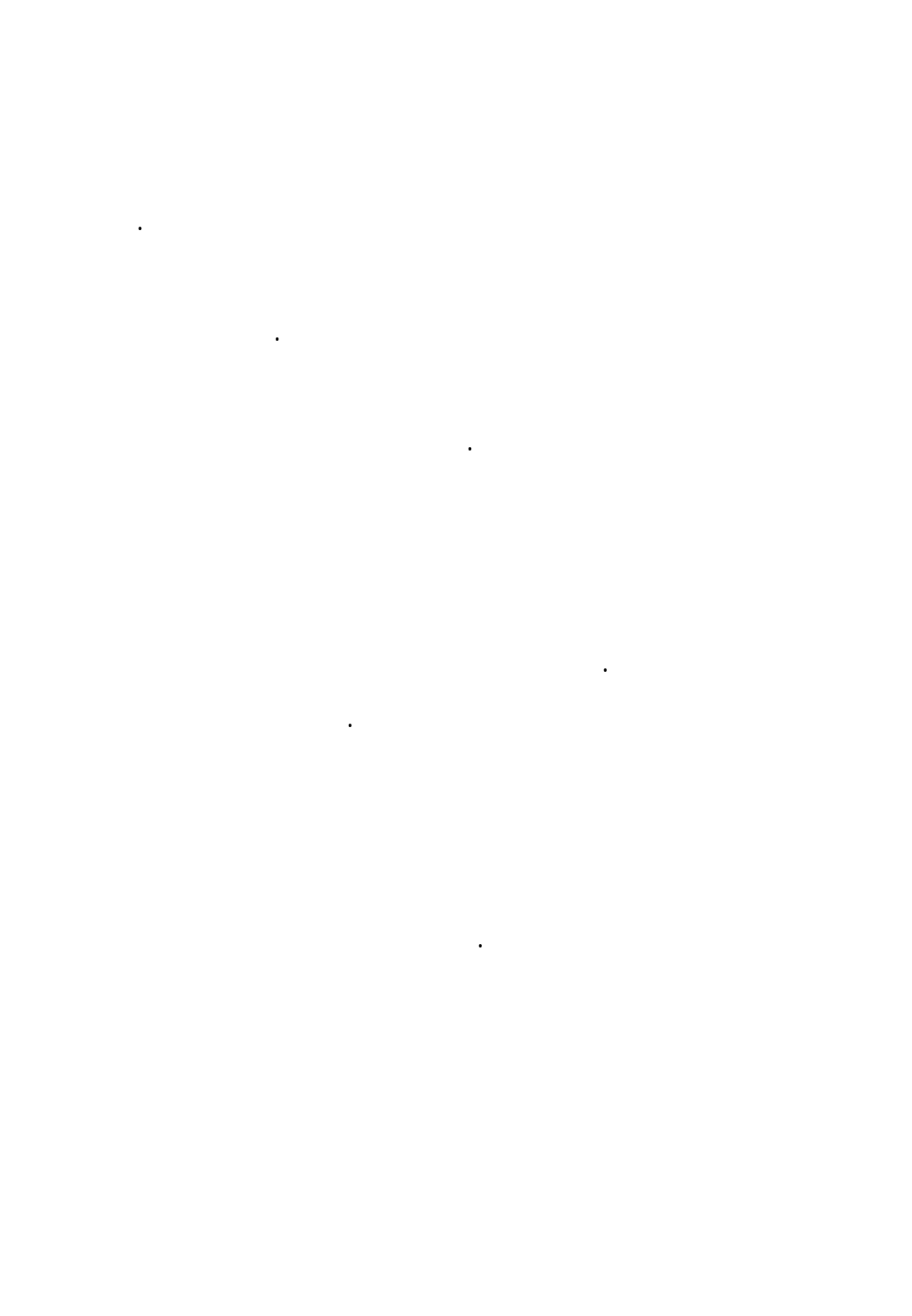
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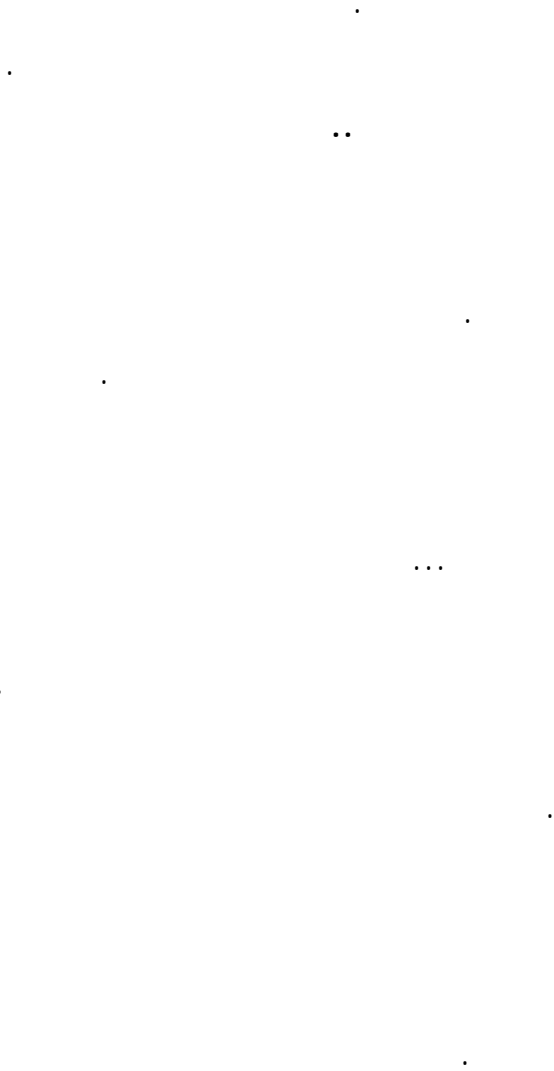
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1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in the context of public administration and government operations. The text notes that without reliable records, it becomes difficult to track expenditures, assess performance, and ensure that resources are being used effectively and efficiently.

2. The second part of the document addresses the challenges associated with data collection and analysis. It highlights that while modern technology offers powerful tools for gathering and processing information, the quality and integrity of the data are often compromised. Issues such as incomplete reporting, inconsistent formats, and potential biases can significantly undermine the value of the data. The document stresses the need for standardized protocols and rigorous quality control measures to ensure that the information collected is accurate and trustworthy.

3. The third part of the document focuses on the role of leadership and management in fostering a culture of data-driven decision-making. It argues that senior officials must lead by example, demonstrating a commitment to evidence-based practices and encouraging their subordinates to do the same. This involves not only providing the necessary resources and training but also creating an environment where data is valued and used to inform strategic planning and operational decisions. The text suggests that strong leadership is crucial for overcoming the various barriers to effective data utilization.

4. The fourth part of the document discusses the importance of communication and collaboration in the data management process. It notes that data is often siloed within different departments or agencies, which hinders the ability to gain a comprehensive view of the organization's overall performance. The document advocates for the establishment of cross-functional teams and the implementation of shared data platforms to facilitate the exchange of information and the identification of trends and opportunities across the entire organization.

5. The fifth and final part of the document provides a summary of the key findings and offers recommendations for future action. It reiterates that successful data management requires a combination of robust systems, high-quality data, strong leadership, and effective communication. The document concludes by emphasizing that the ultimate goal is to harness the power of data to improve public service, enhance operational efficiency, and ensure that the organization is well-positioned to meet the challenges of the future.

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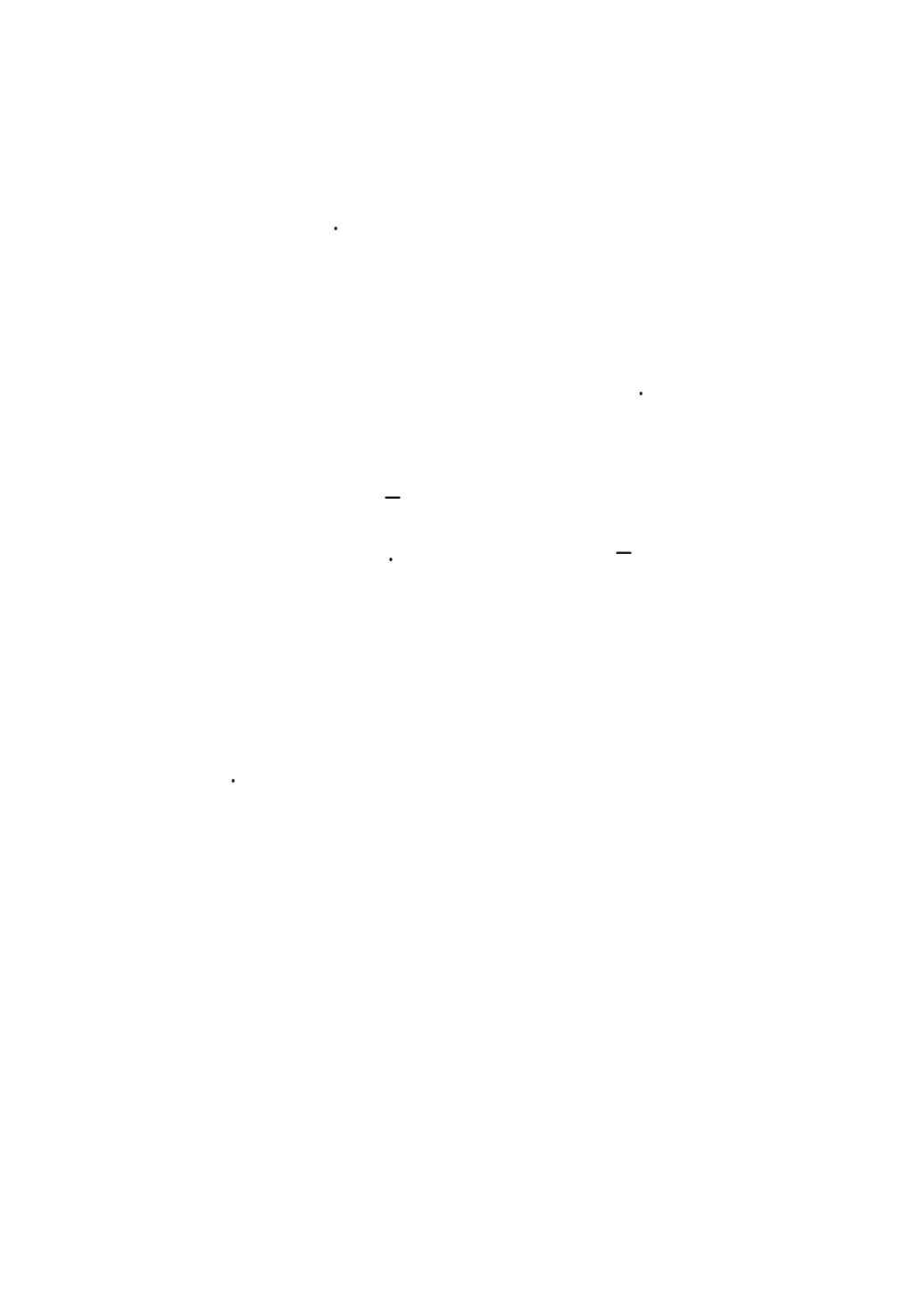
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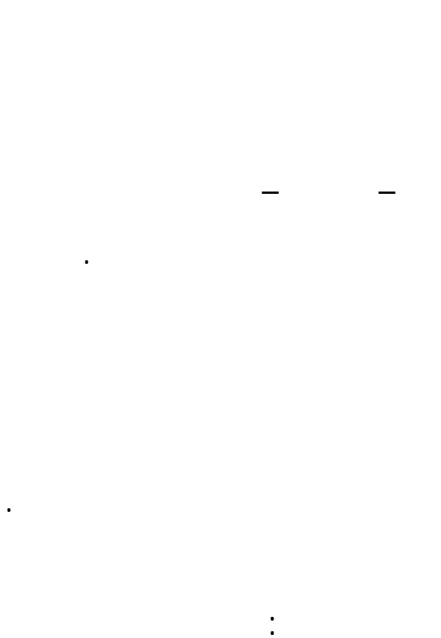
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