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Abstract


Usually, is indicated in a firm, regardless of the type of activity enrolled by this, to be realized a diagnostic one of 3-4 years, because it allows to the manager to hold the necessary information to identify the place on which is situated the firm presently. During the "life" of a firm can appear various forms of crisis, or crisis representing, in fact, a critical situation unpredictable that stops the realization of the objectives established by the management, such as: business figure, rentability numbers, benefits, the security of the work places, etc.

Keywords: symptoms, economic crisis, diagnostic, strategy, the strategic IQ

JEL Classification: M21, O12

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