

与民同富 与家同兴 与国同强



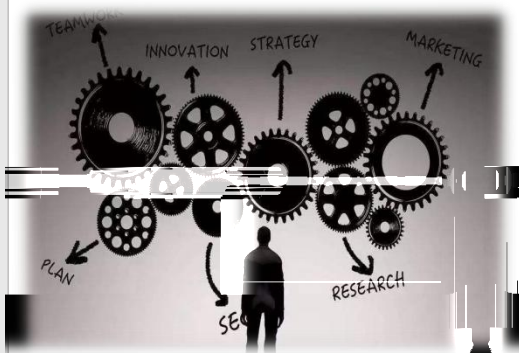


culture



c u l t u r e

A

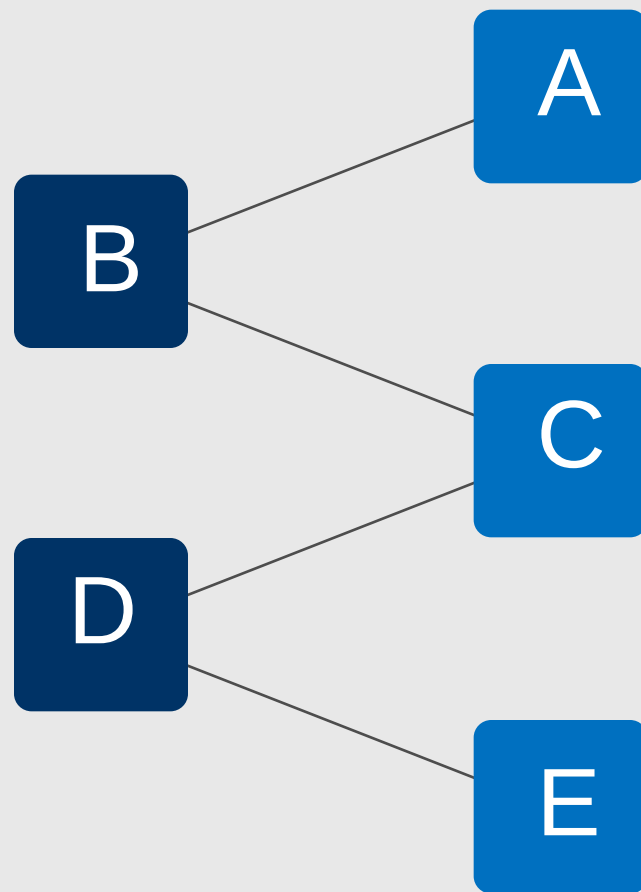


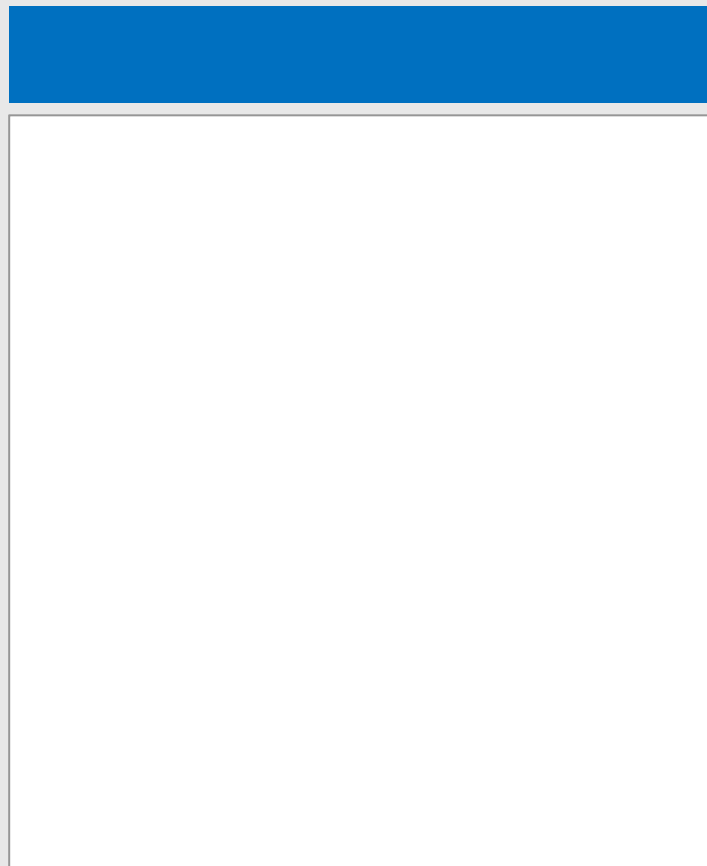
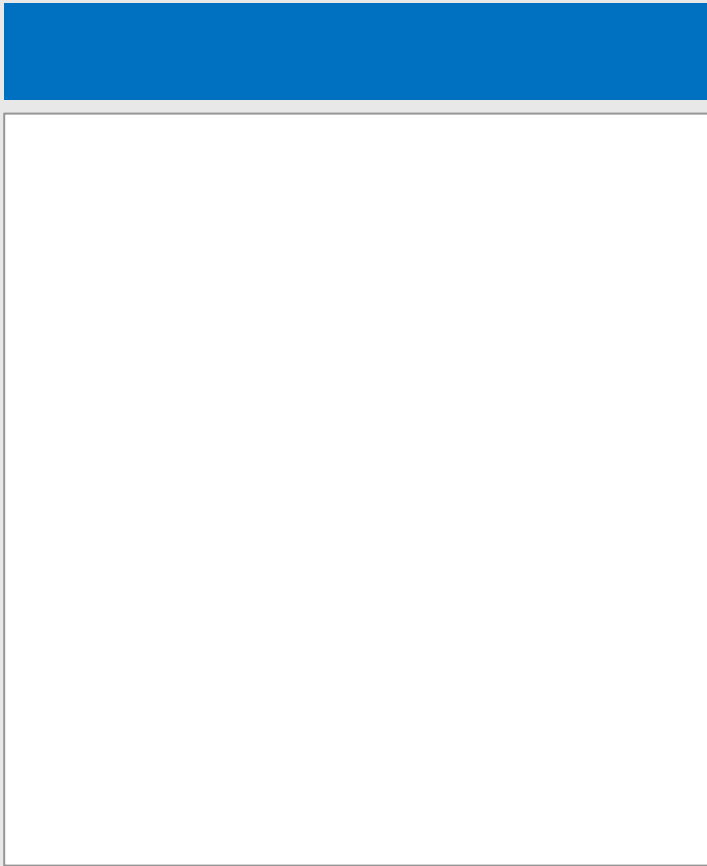
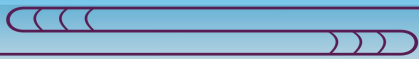
B



C









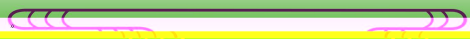
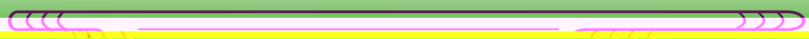
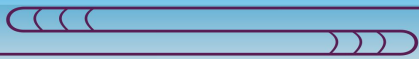
一、塑造企业文化的意义和目的

公司规章制度总则

为了树立公司形象，加强和规范公司管理行为，

公司员工行为规范

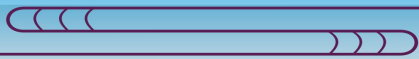
- 一、员工着装要求得体、大方、整洁。
 - 1、女员工上班时间不可着浓妆，勿佩戴过多饰品；领口过低，裙、裤过短的服装禁止穿着。
 - 2、男员工上班时间不得着背心、短裤、拖鞋。
- 二、员工举止要求文雅、礼貌、精神。
 - 1、上班时间保持良好的精神状态，精力充沛，乐观进取。
 - 2、对待上司要尊重，对待同事要礼貌，对待客户要热情，处理工作保持头脑清醒冷静，提倡微笑待人，微笑服务。
 - 3、保持良好坐姿、行姿，切勿高声呼叫他人。
 - 4、出入会议室或上司办公室，主动敲门示意；出入房间随手关门。
- 三、员工言谈要求亲切、诚恳、谦虚。
 - 1、与他人交谈，要专心致志，面带微笑，言语平和，语意明确。
 - 2、严禁说脏话、忌语，使用文明用语。
 - 3、同事之间沟通问题时，应本着“换位思考、解决问题”的原则，语言应

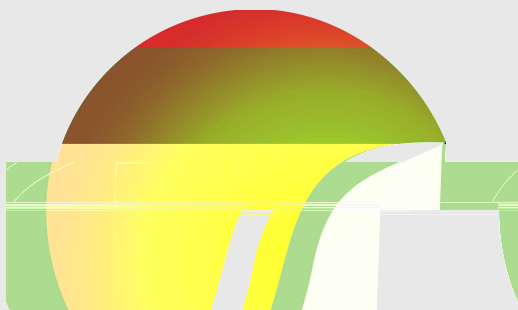


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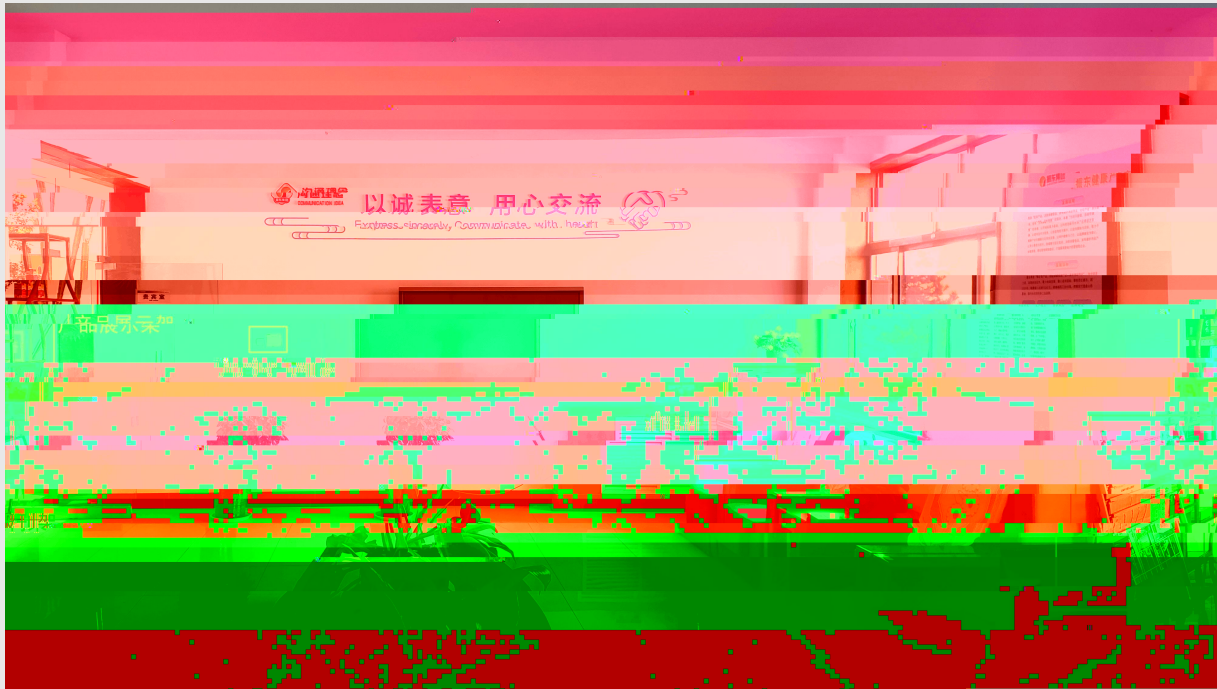


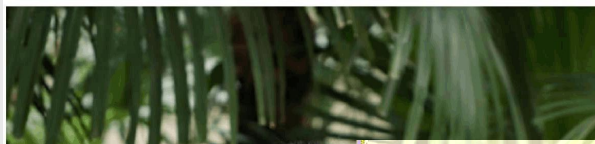
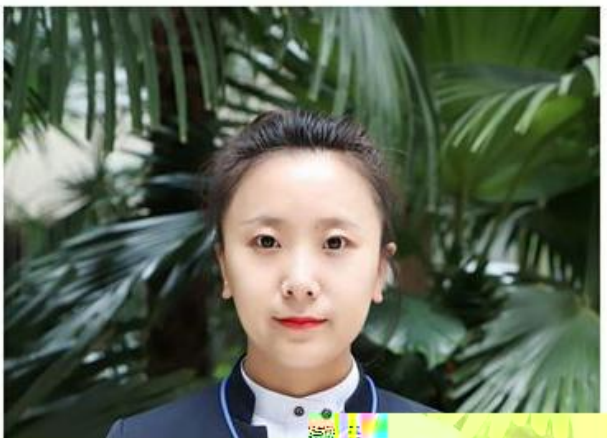


振东健康
ZHENDONG HEALTH



振东五和
ZHENDONGWUHE



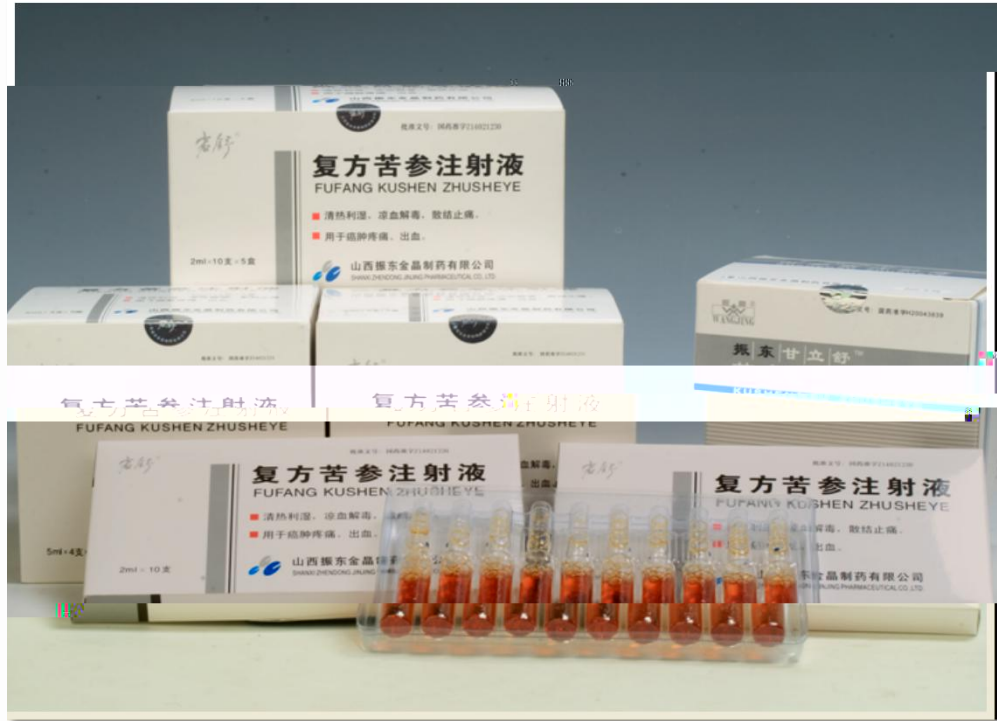


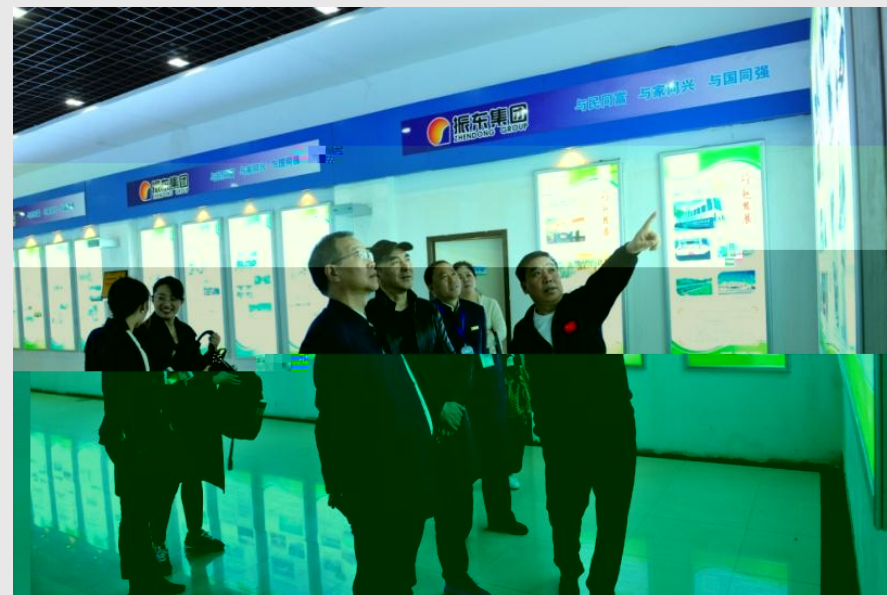


健康产业集团

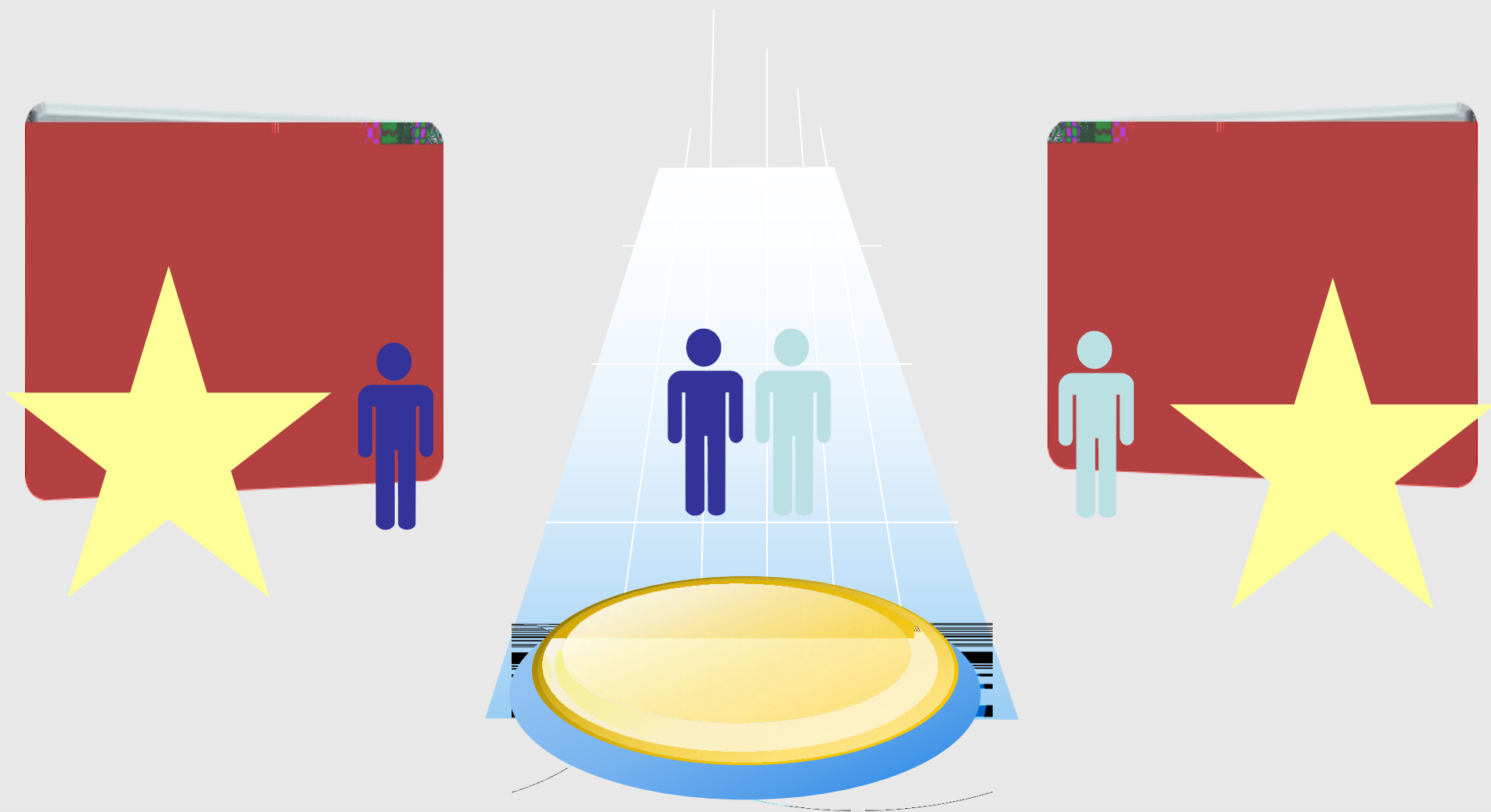


制药股份集团



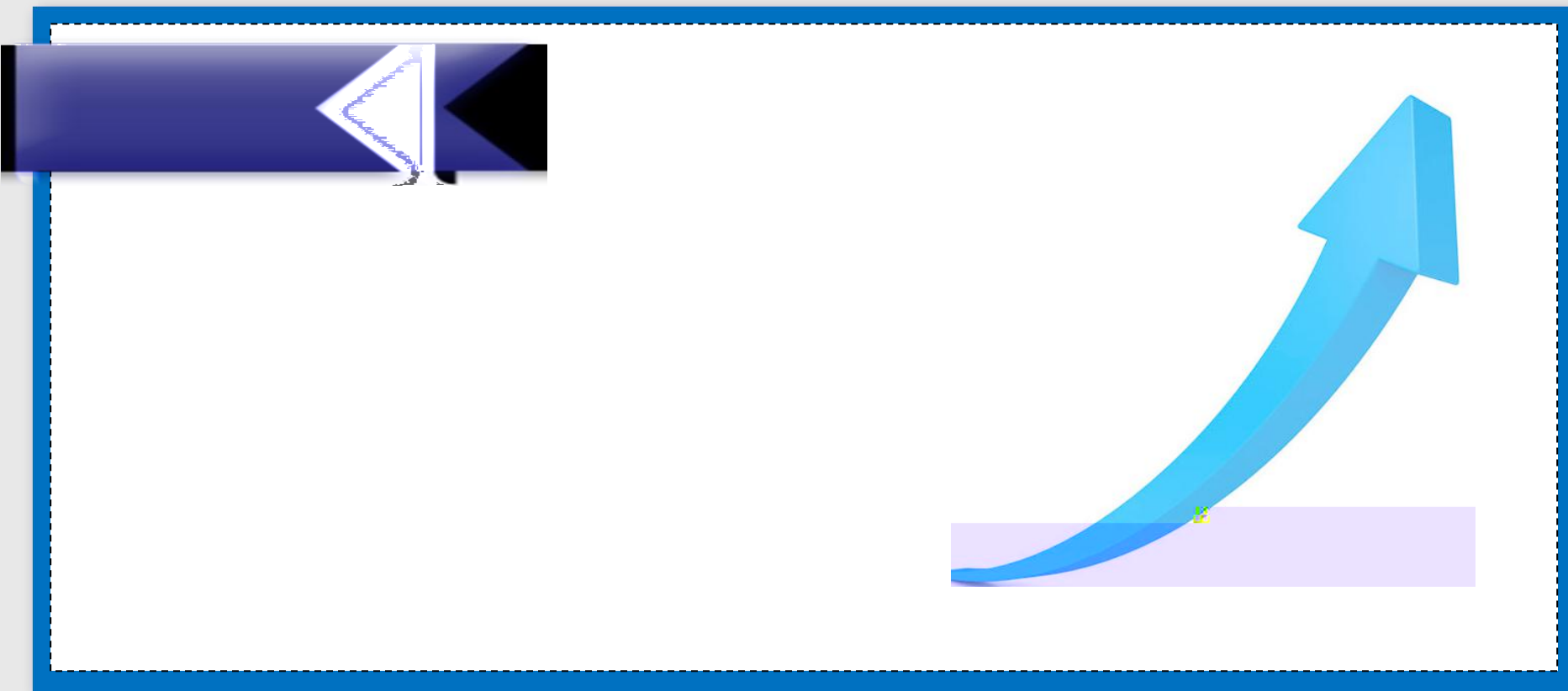




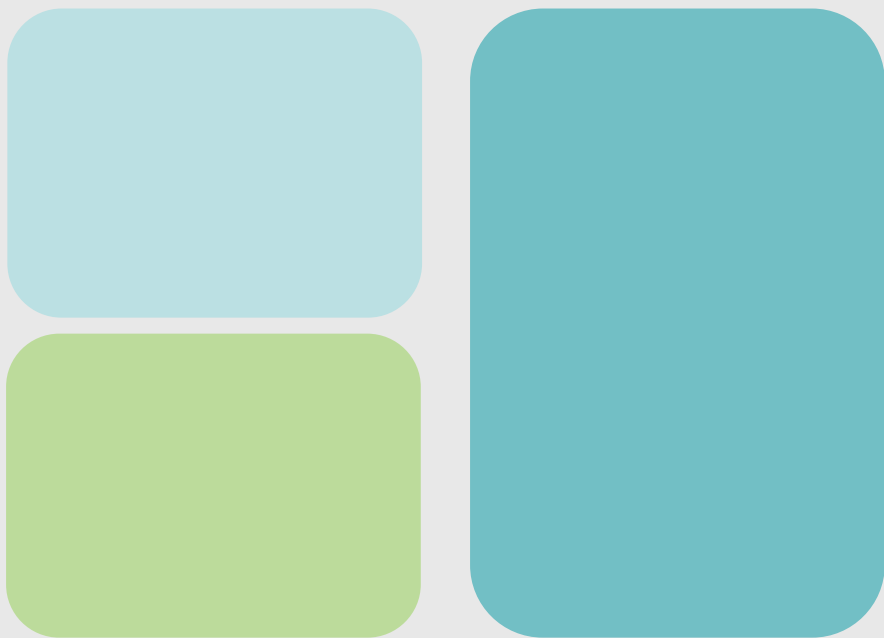


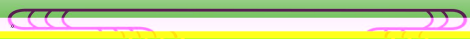
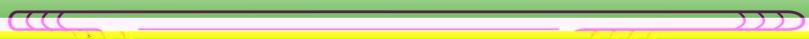
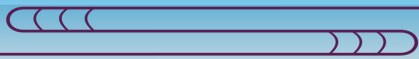






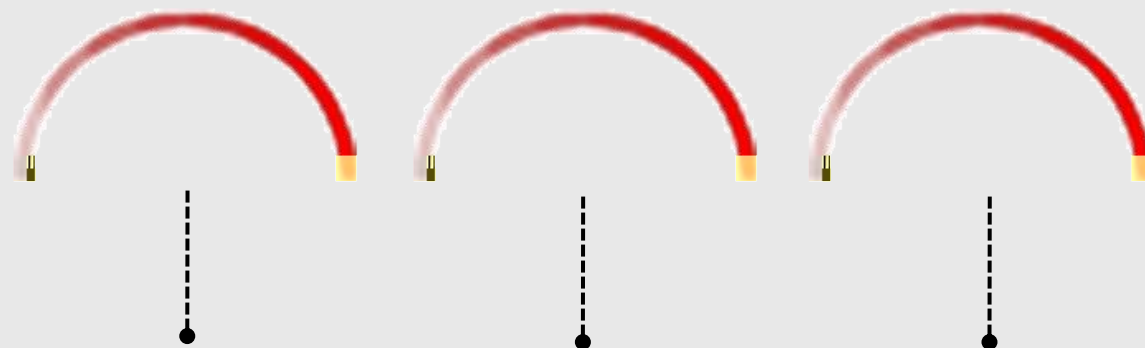


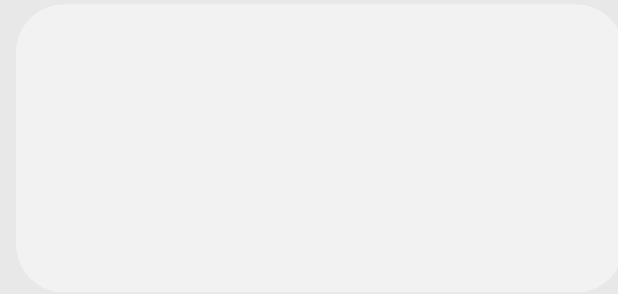


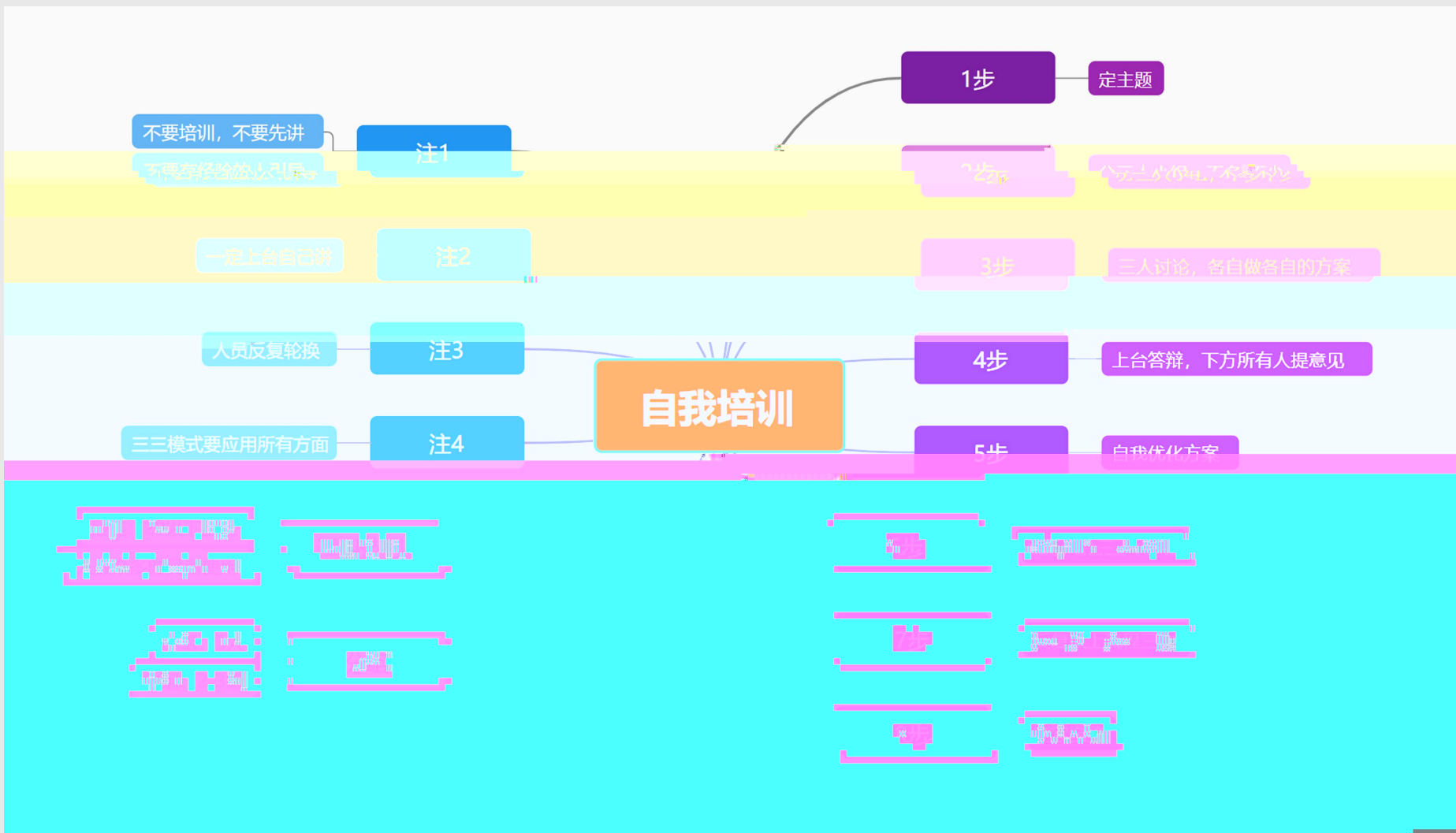


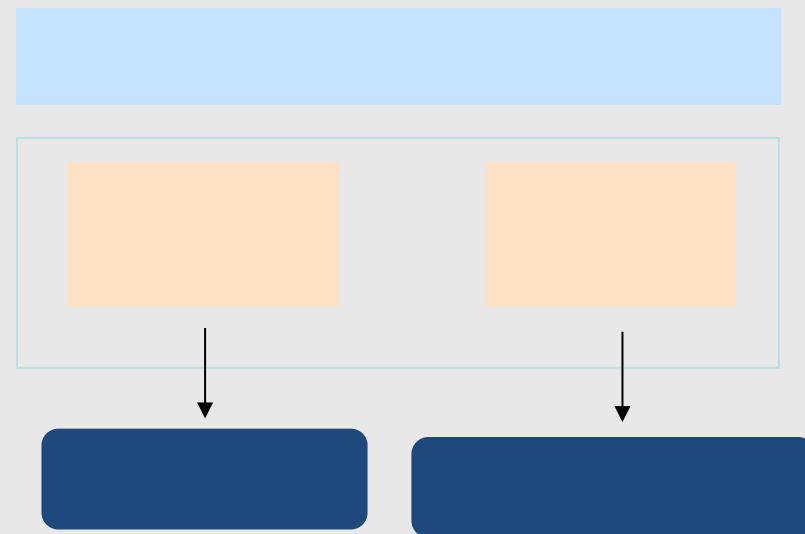
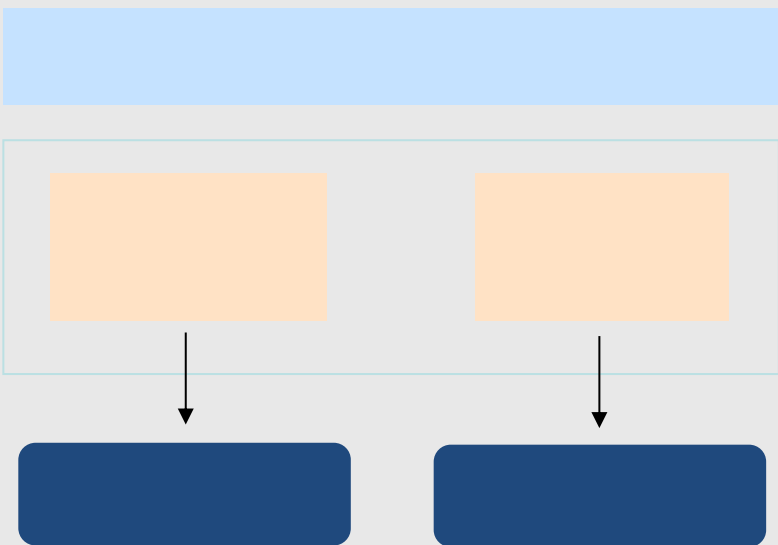
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临床营销中心营销一部管理流程 BX31

人力资源 ZR

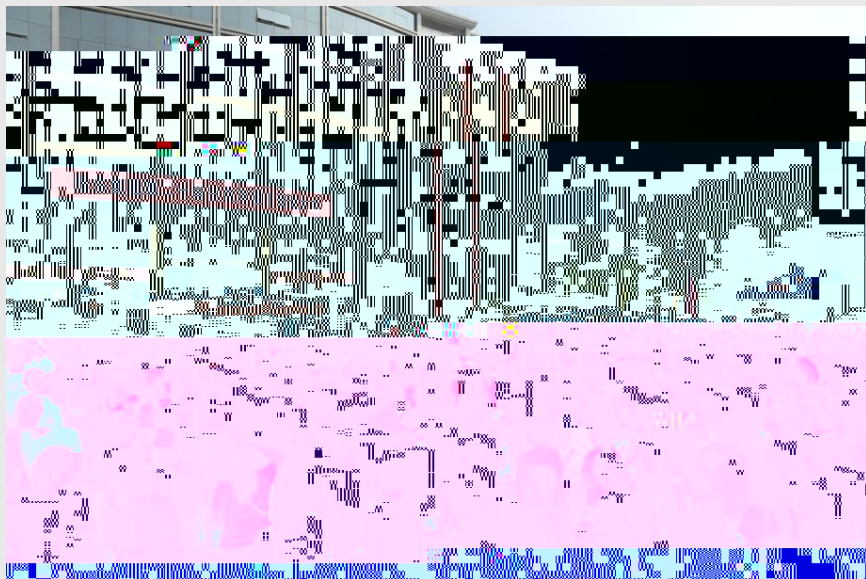
业务管理 BX311

省区管理 BX312

训计划	品策划	营分析	月度总结	季度考评	半年度总结	年度总结	年度改进	述职报告	数据更新	费用评估	风险控制	阳光费用	费用核销	费用预算	流向分析	产品数据	销售数据	费用数据	客户数据	实销审核	活动指导	效果分析	考核标准	学术计划
BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311	BX311

	Week 1	Week 2	Week 3	Week 4	Week 5
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
Total					

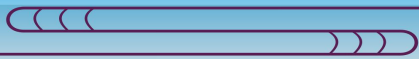
	Week 1	Week 2	Week 3	Week 4	Week 5
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

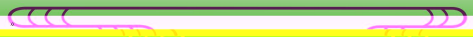
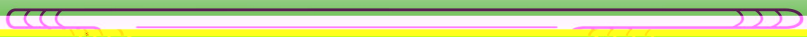
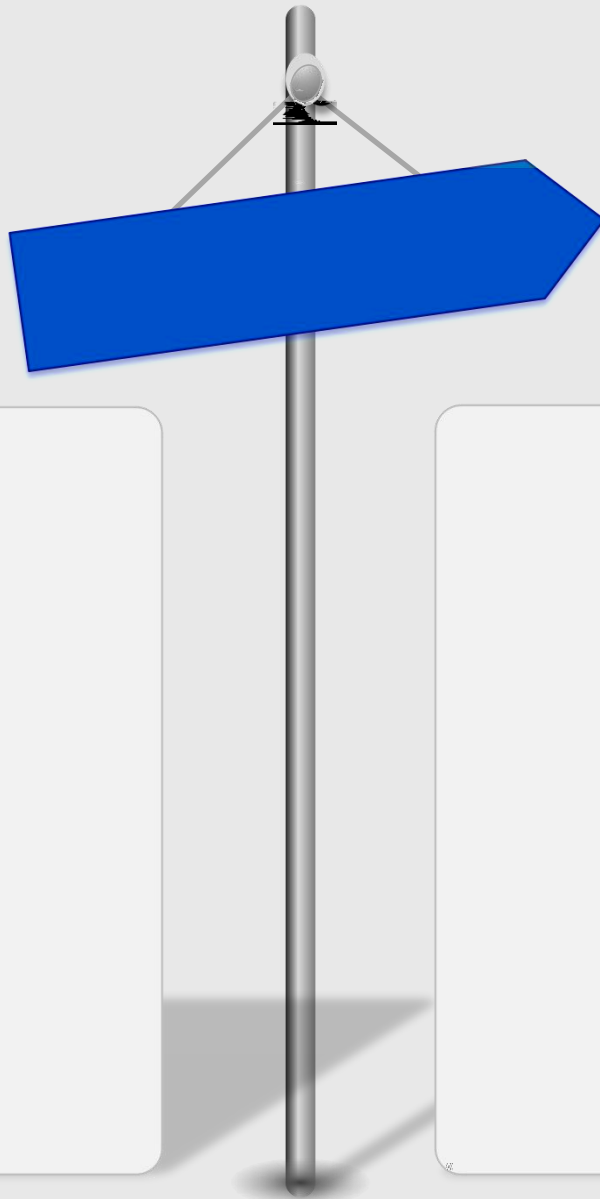
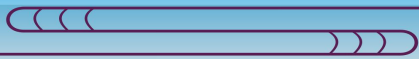


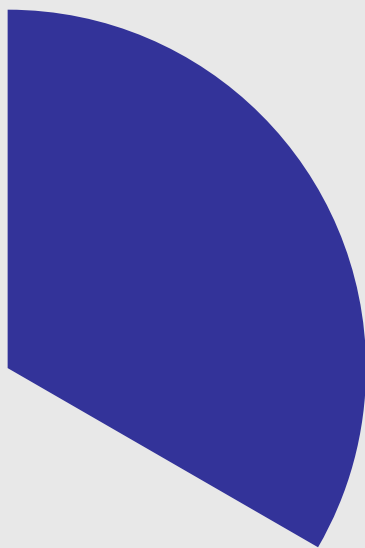


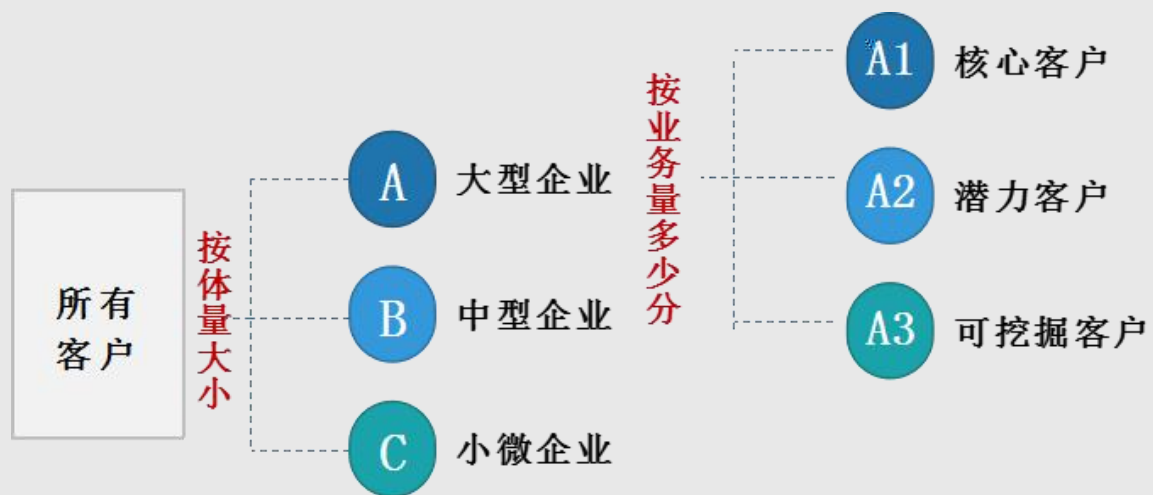




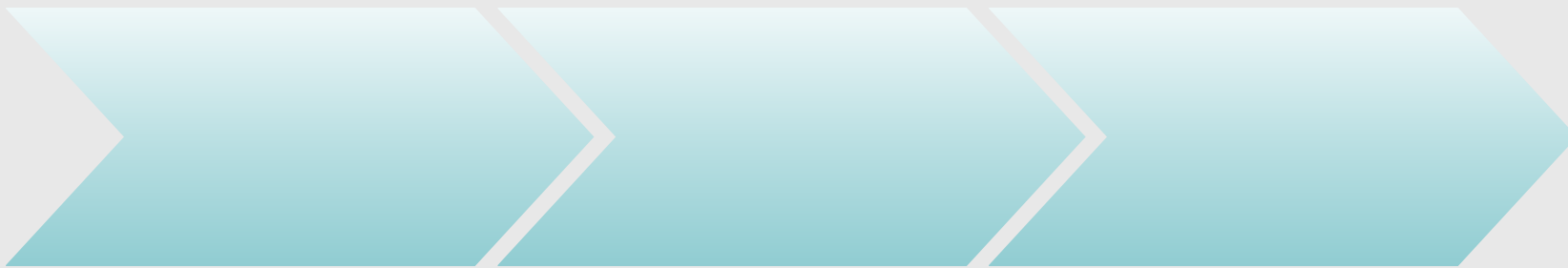
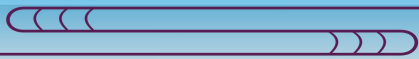




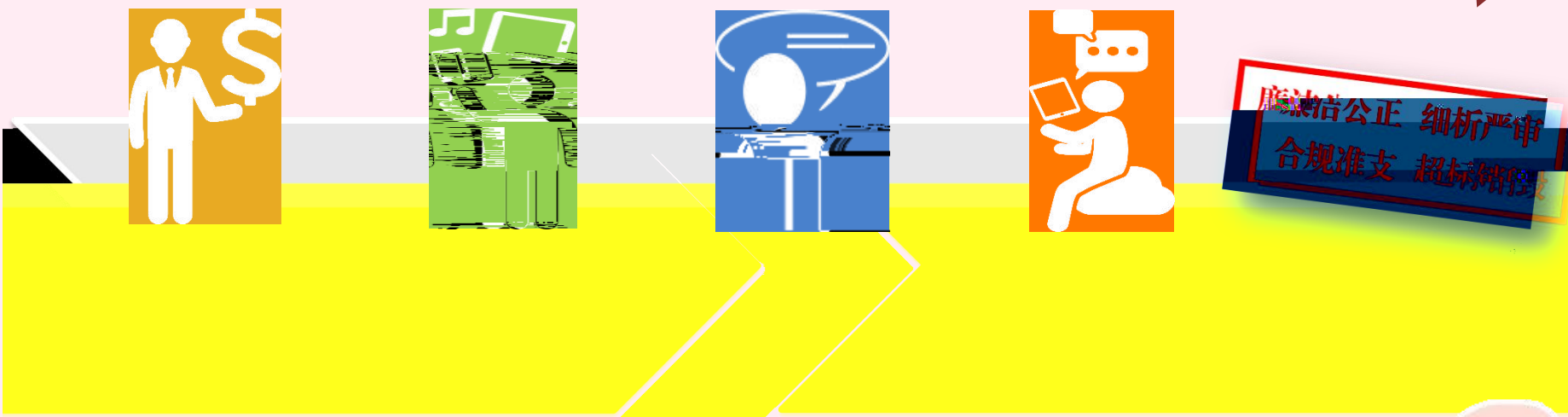


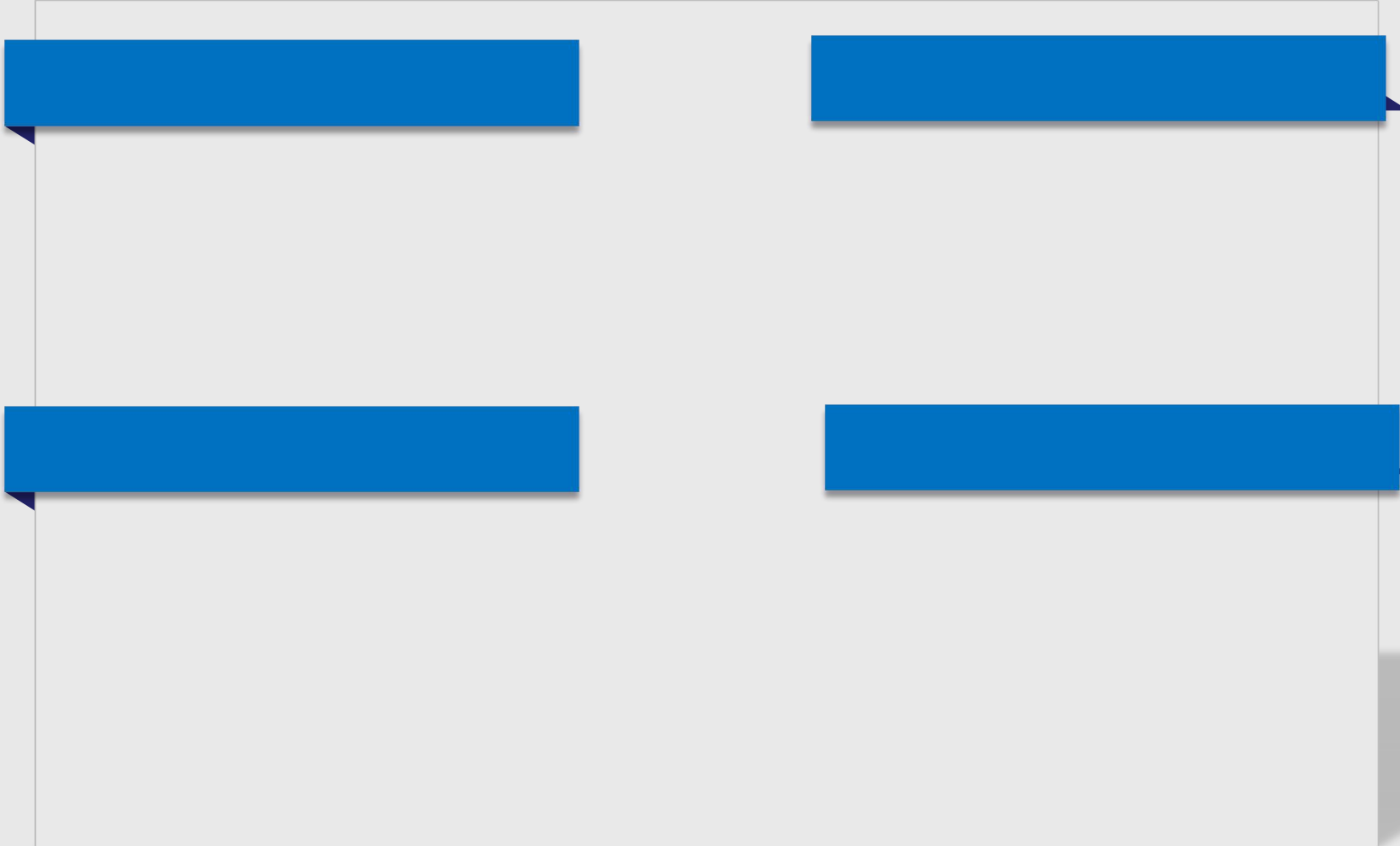
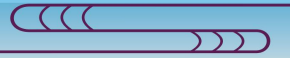
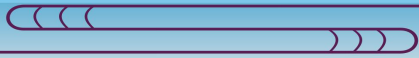


与民同富 与家同兴 与国同强









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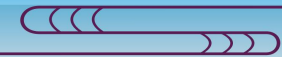
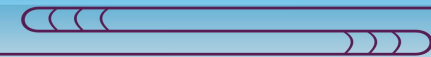
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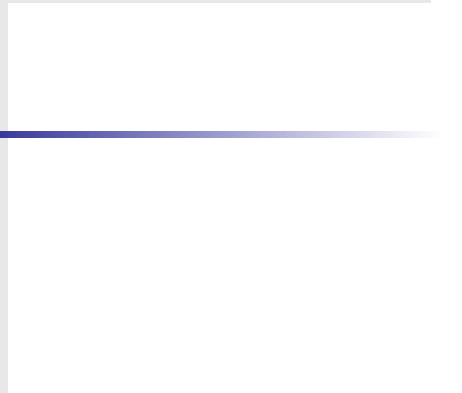
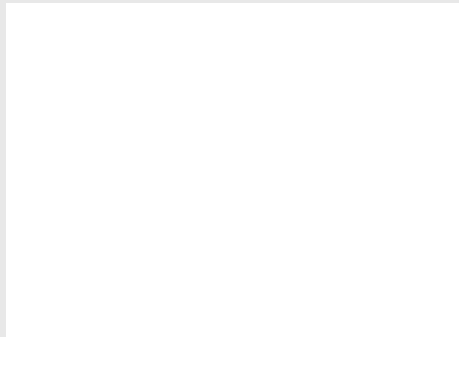
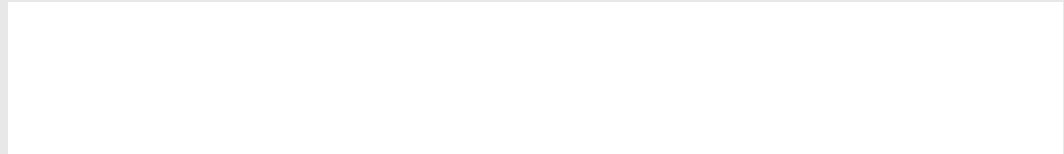
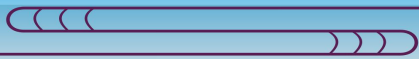
总号段规则

产业体系一把手规矩

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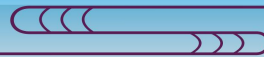
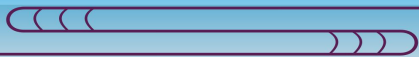




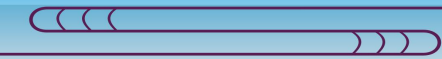


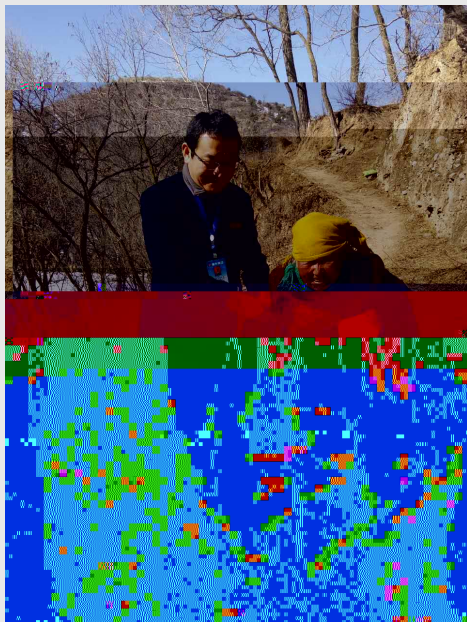




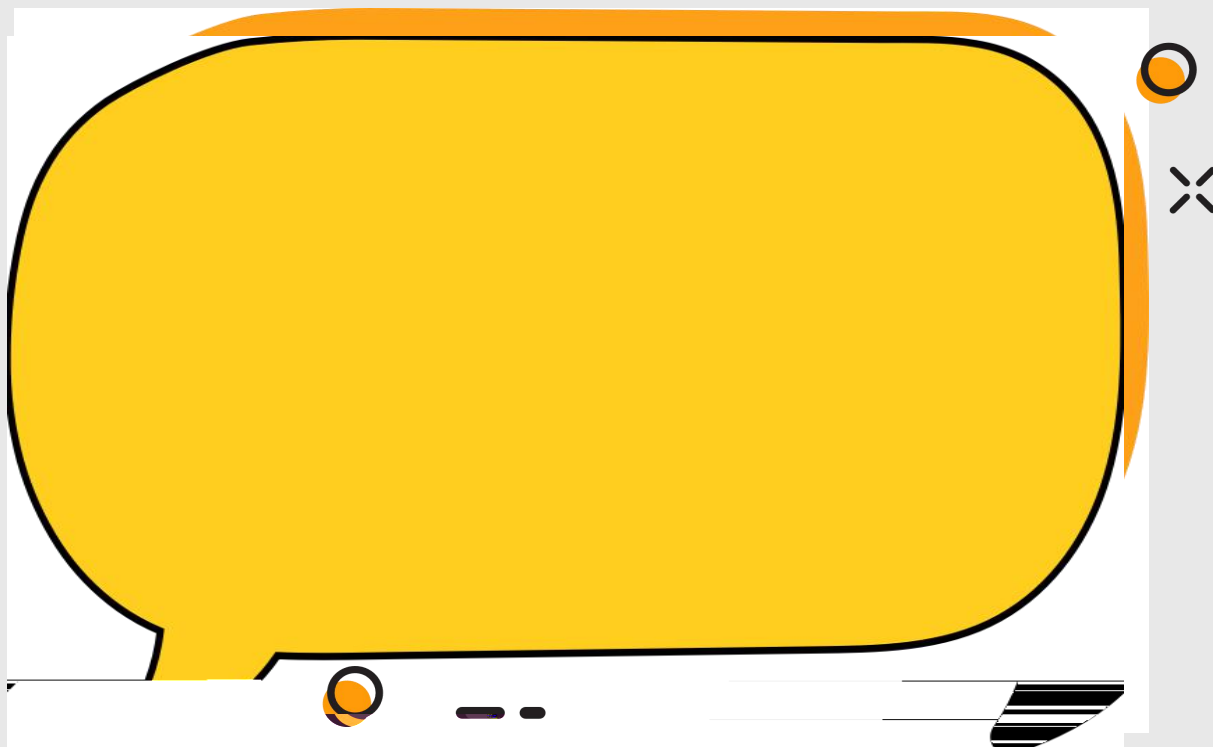


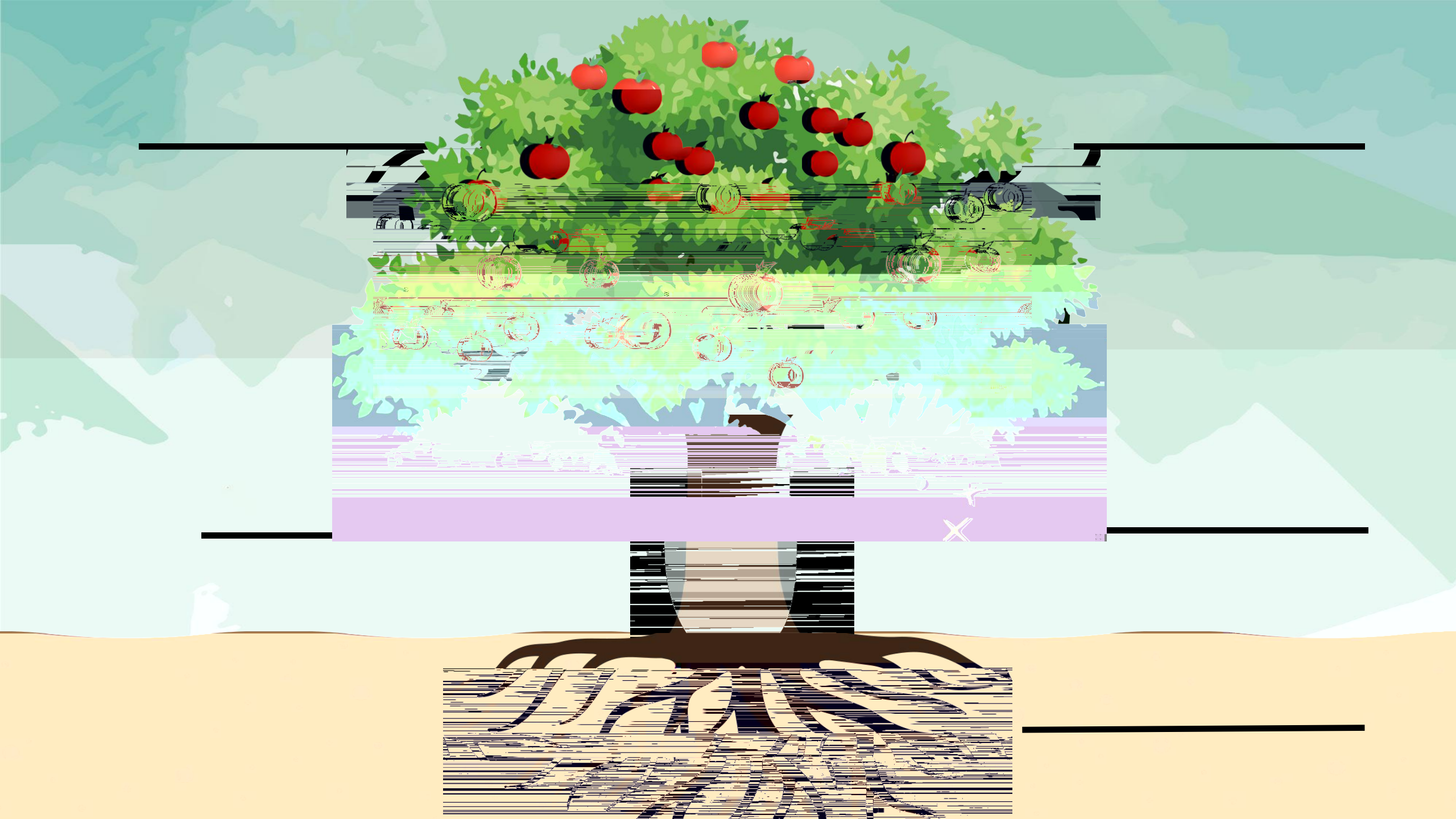


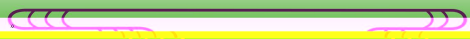
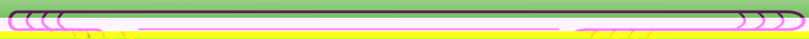
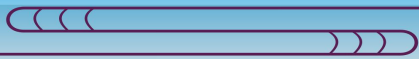






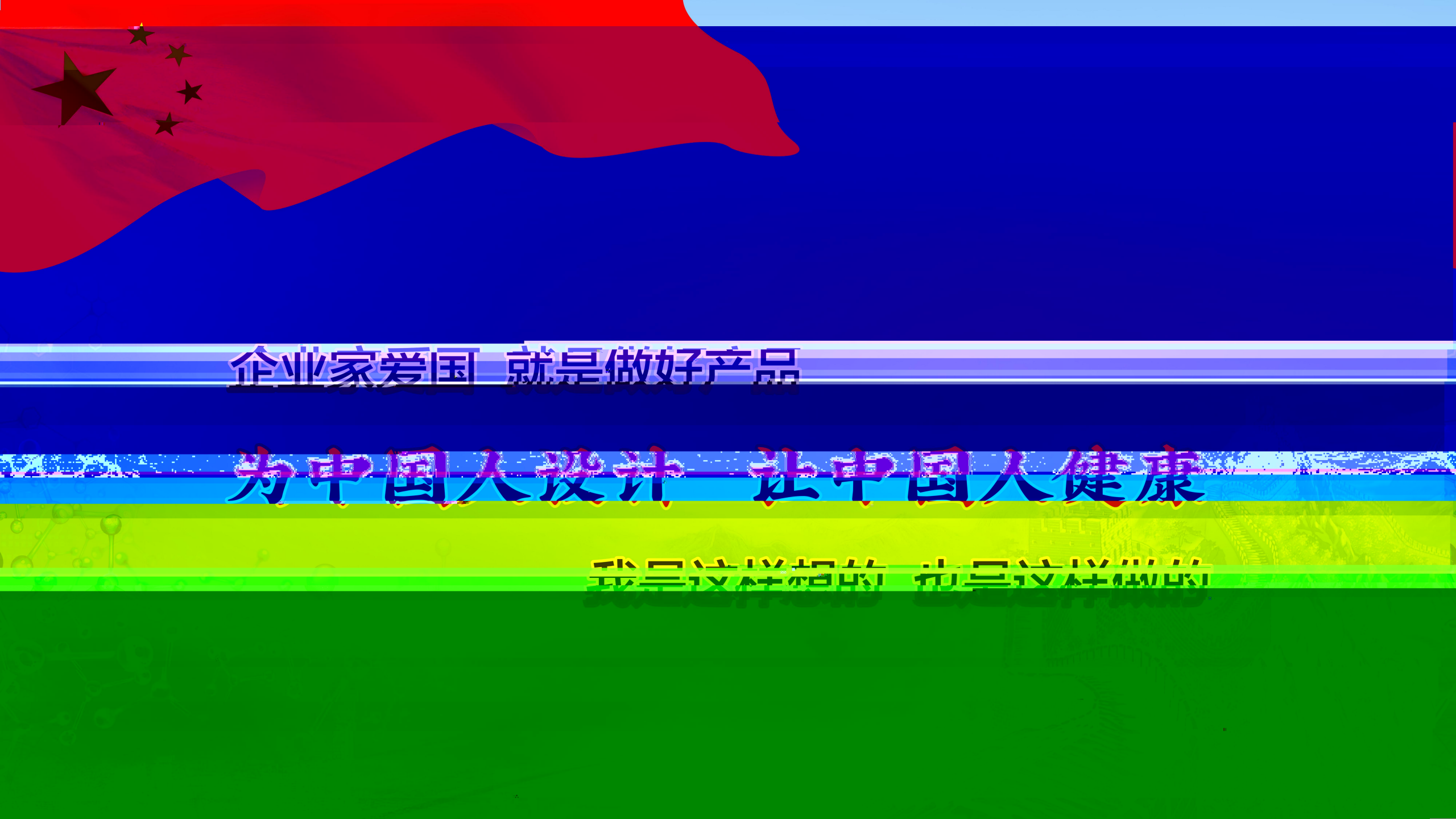






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企业家爱国 就是做好产品

为中国人设计 让中国人健康

我是这样想的 也是这样做的