

2014.

μ μ « μ » 2006-

μ
La Ligue1
:

Superleague
Premier League. μ μ

)
Management

μ Audencia Nantes School of

) μ .

) μ

) μ

) μ

) μ μ

) .

μ 4 μ μ μ μ :

1. μ 2006-2014

2. μ

3. μ

4. μ , μ μ μ

μ μ :

1. μ

2. μ μ

3. μ «μ » μ .

_____ :

μ μ :

1. T μ μ

2. T μ

μ , μ μ μ μ

3. $\mu - 3 \mu$,
 4. $\mu \mu$

_____:

- A. $\mu \mu \mu \mu$
 B. $\mu 4 \mu \mu \mu \mu$

_____:

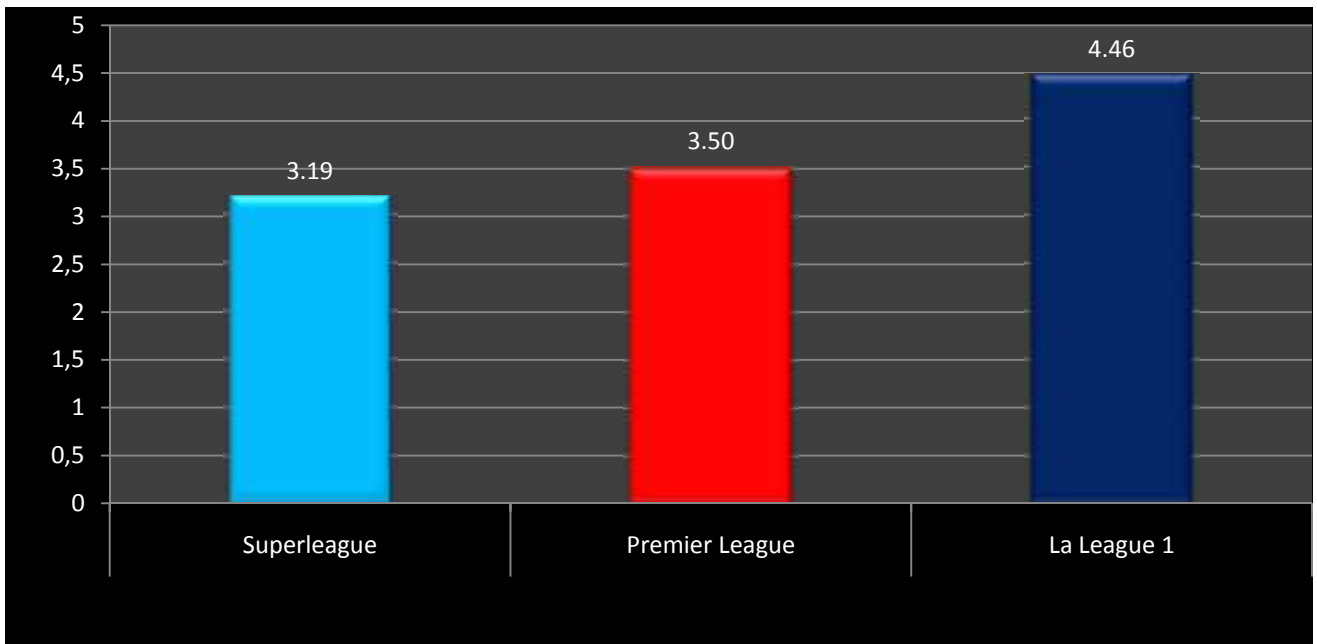
1. .
- 2.
3. /
4. . . /
5. /
6. /
7. /
- 8.

1) _____

❖ μ :

- A. $\mu \mu 1.1: \mu$ 4
 $\mu \mu$

. μ



μμ 1.1

❖ μ μ

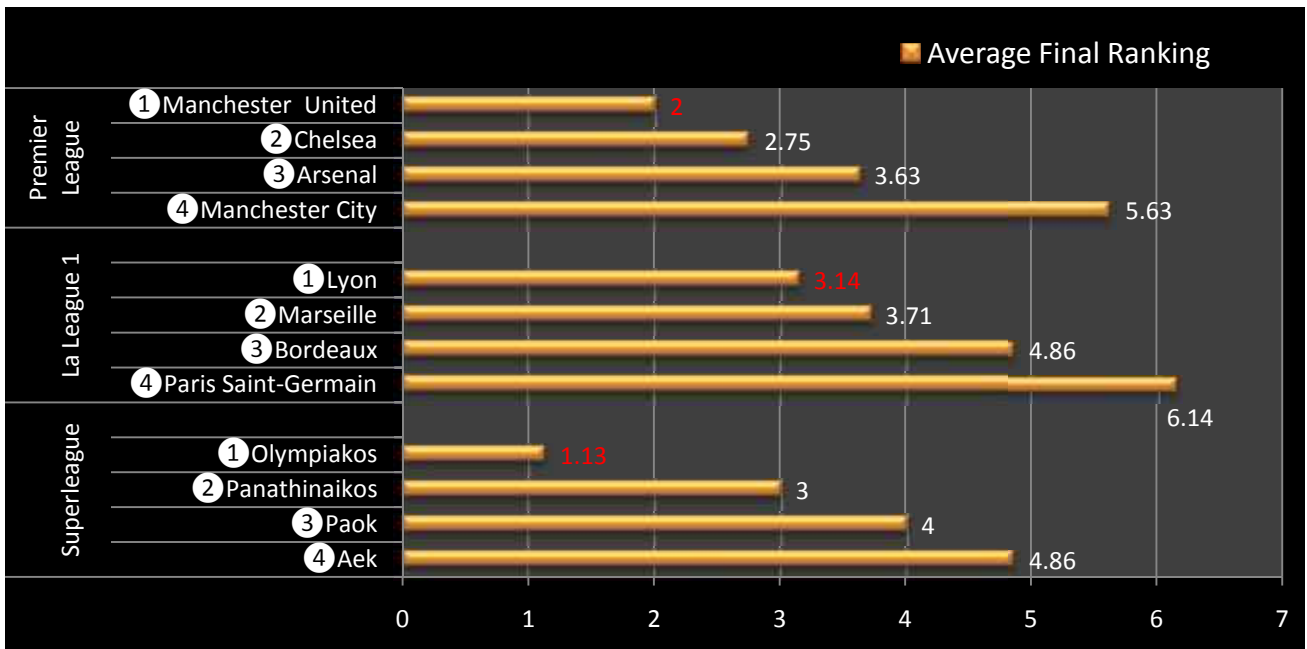
μμ 1.1
 μ 3,50 μ 4,46 μ 3,19.
 μ . μ

B. μμ 1.2: μ μ .

I. μ μ μ

Π. , μ μ , μ μ , μ
 μ .

. μ



μμ 1.2

❖ μ μ

μ μ 1.2 μ μ μ μ

μ μ 1,13 μ μ ,

μ « ».

μ μ μ . μ

μ , Manchester United μ μ 2,

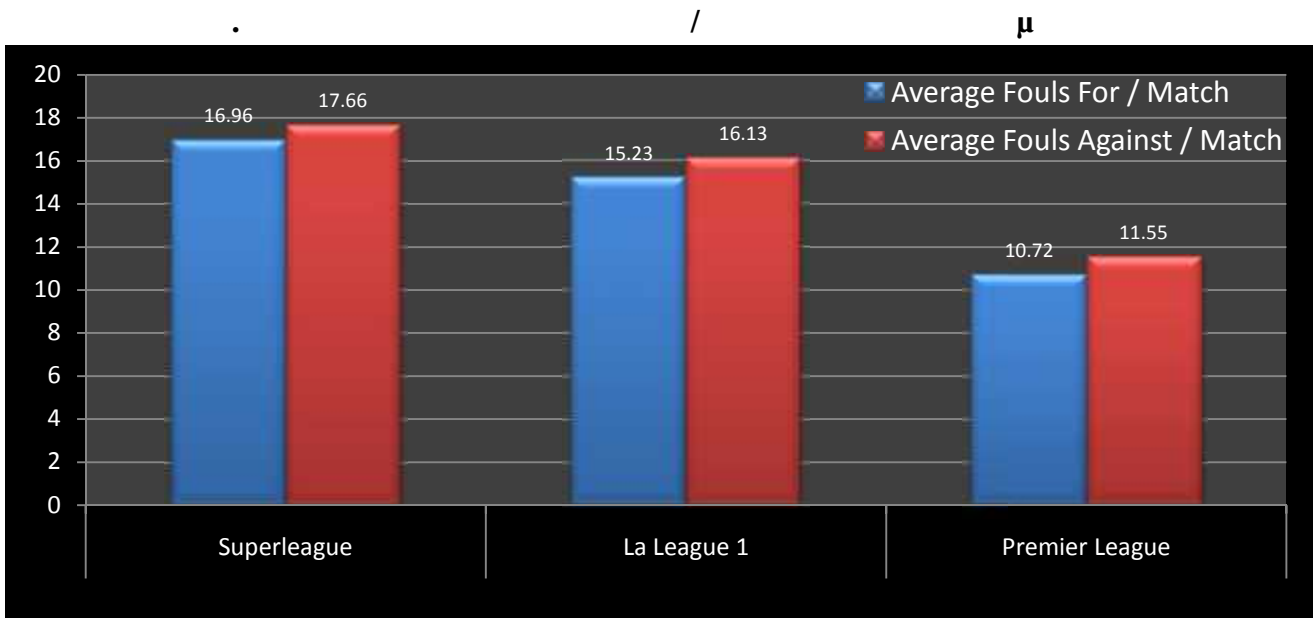
μ μ μ μ

μ 3,14 μ Lyon.

2) ()

❖ μ :

A. $\mu \mu$ 1.3: $4 \mu \mu \mu \mu \mu \mu \mu \mu$
 , : μ
 I. μ
 II. « »
 III.



$\mu \mu$ 1.3

μμ 1.4

μ

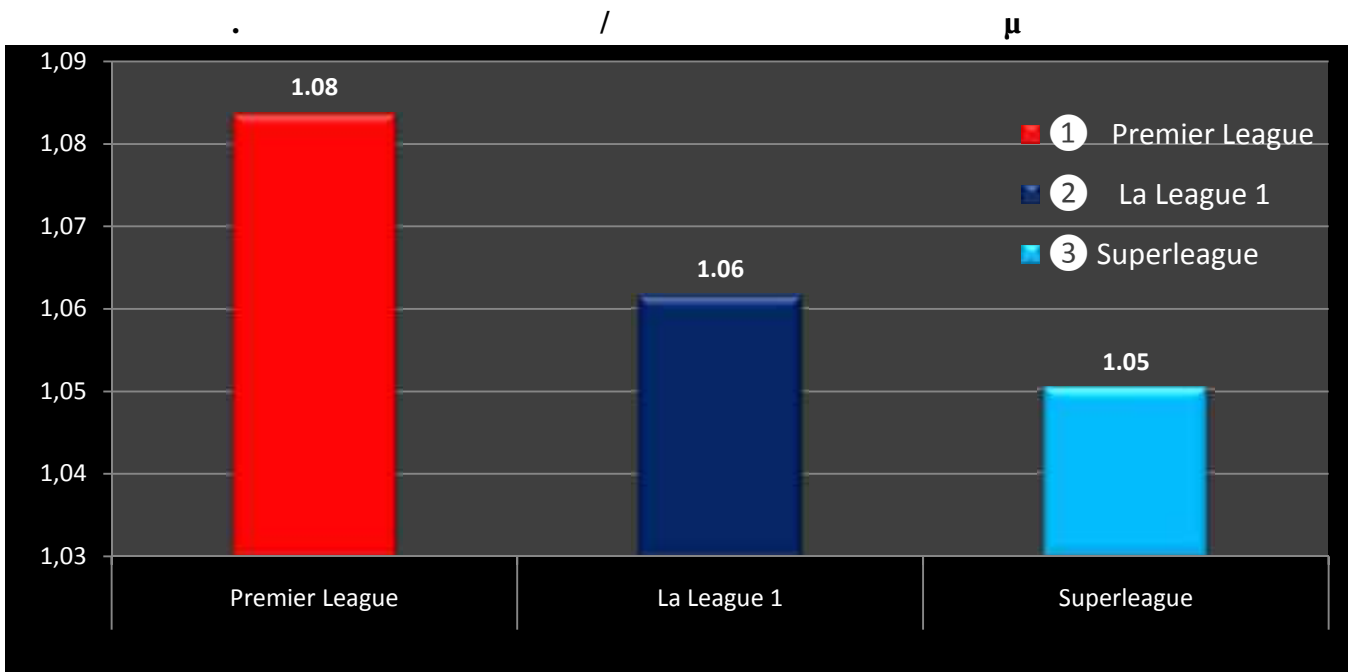
μμ 1.6 μ

μ

3) = / :

❖ μ :

A. μμ 1.5:
μ .



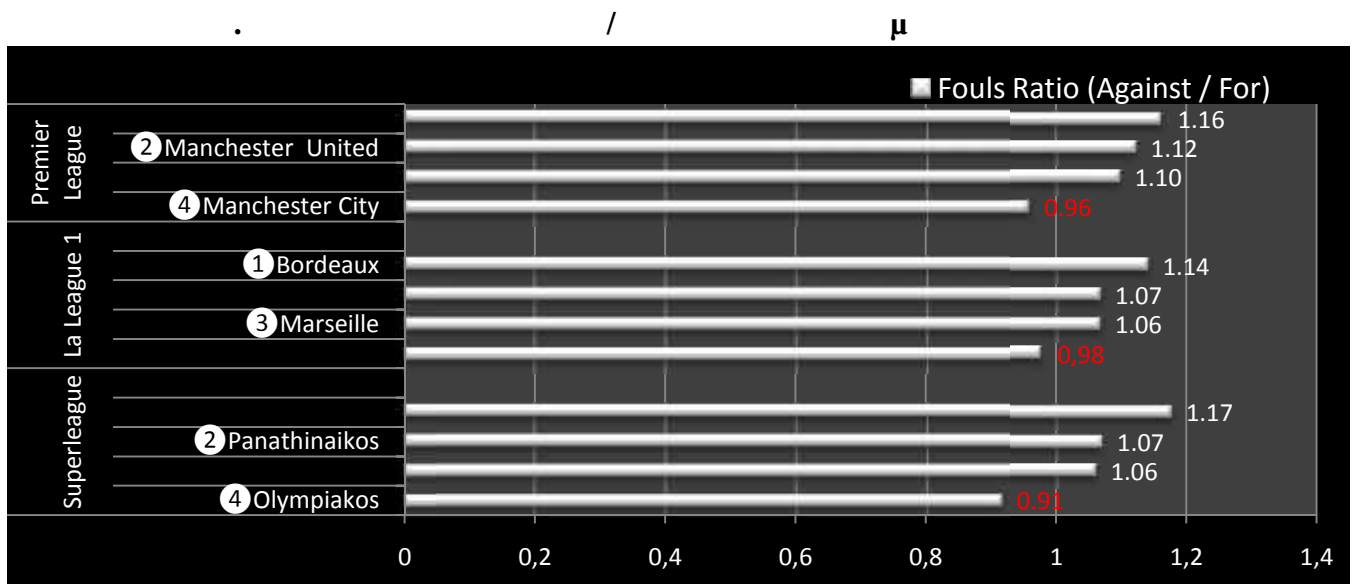
μμ 1.5

B. $\mu\mu$ 1.6:

μ .

μ
:

- I. μ μ μ μ
- II. μ
- III. μ « »



$\mu\mu$ 1.6

❖ μ μ


μ $\mu\mu$ 1.5 1.6 μ
/ .

▪ μ μ μ <1 μ .

▪ μ μ μ μ μ , Lyon Manchester City.

Lyon Manchester City, μ μ
 μ . Lyon μ

μ 3 -6 . μ Manchester City, 2006 2008 μ
 μ 14 10 μ . $\mu\mu$,
 μ <1 , .

1 : Olympiakos  0,91.

2 Manchester City  0,95.

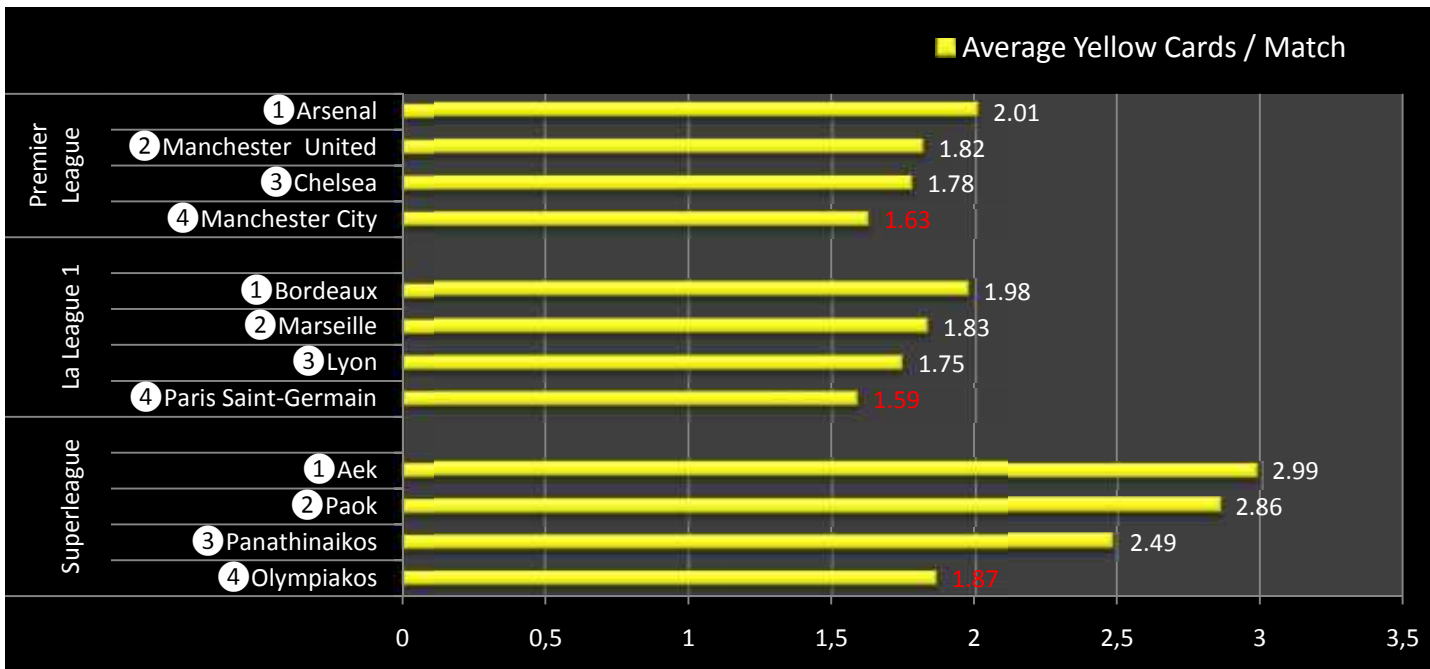
3 Lyon  0,97.

4)

❖ μ :

A. $\mu\mu$ 1.7: μ
 μ

. / μ



$\mu \mu 1.8$

❖ $\mu \quad \mu$

33% 61% $\mu \mu$ μ μ μ μ

23% 15% 20%, Manchester City Paris 9%

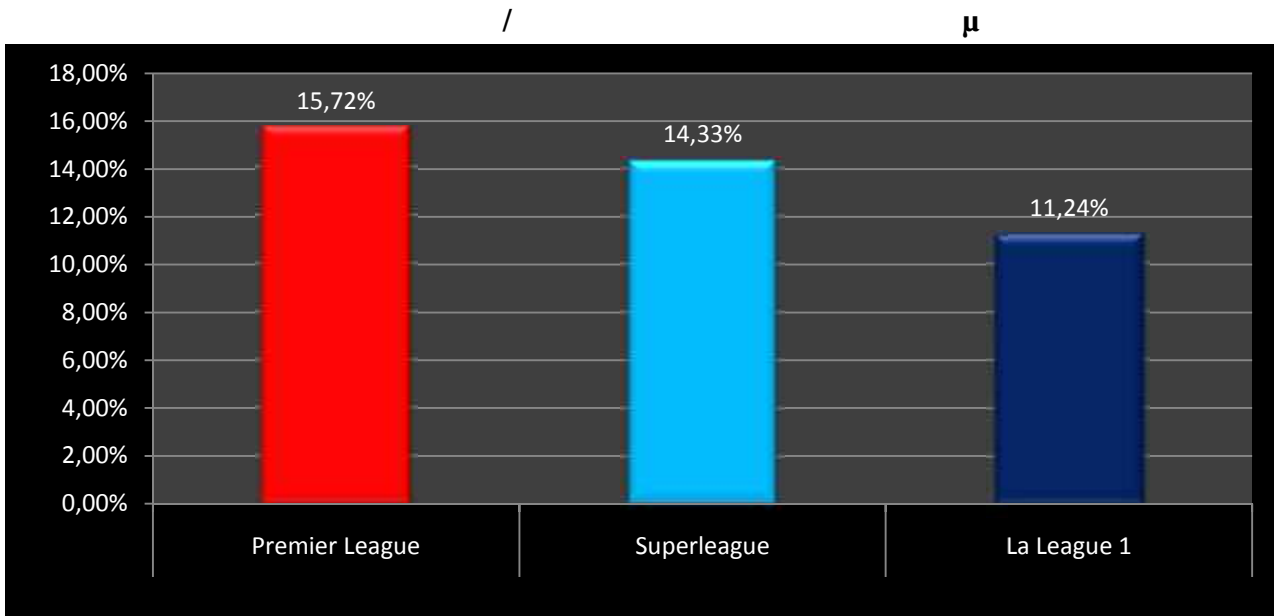
μ μ « » μ μ μ .

μ μ . μ

5) = / (%)

❖ $\mu \quad :$

A. $\mu\mu$ 1.9: μ μ
 μ



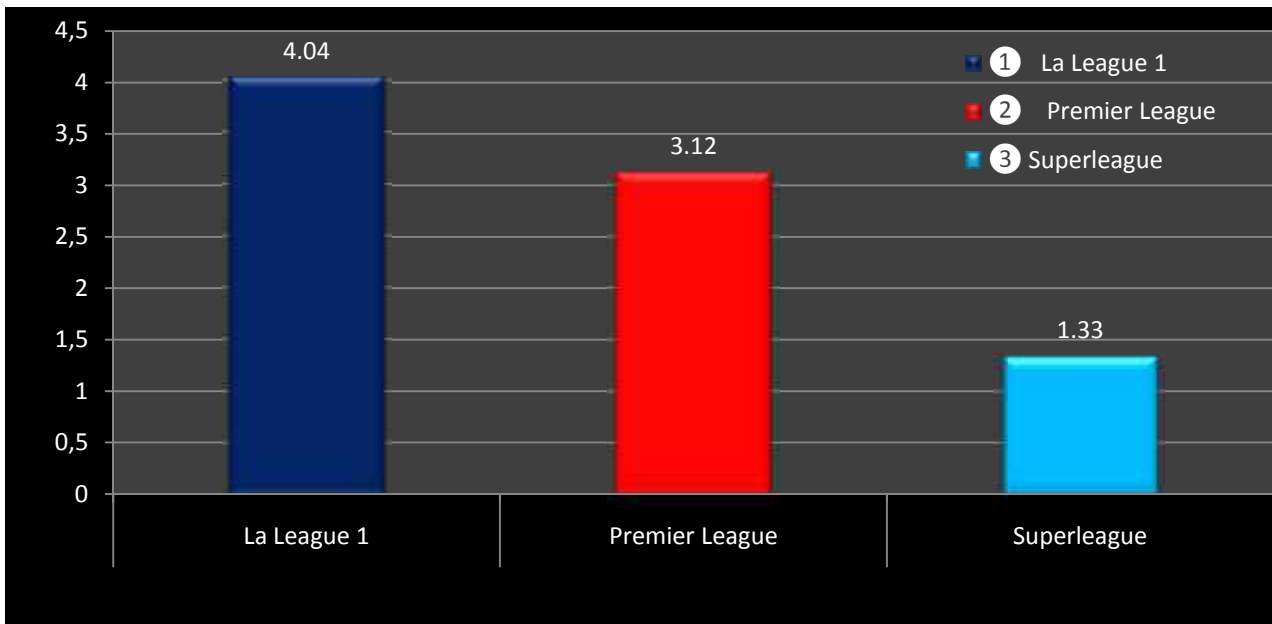
$\mu\mu$ 1.9

B. $\mu\mu$ 1.10: μ μ
 μ .

μ μ
 μ μ
:

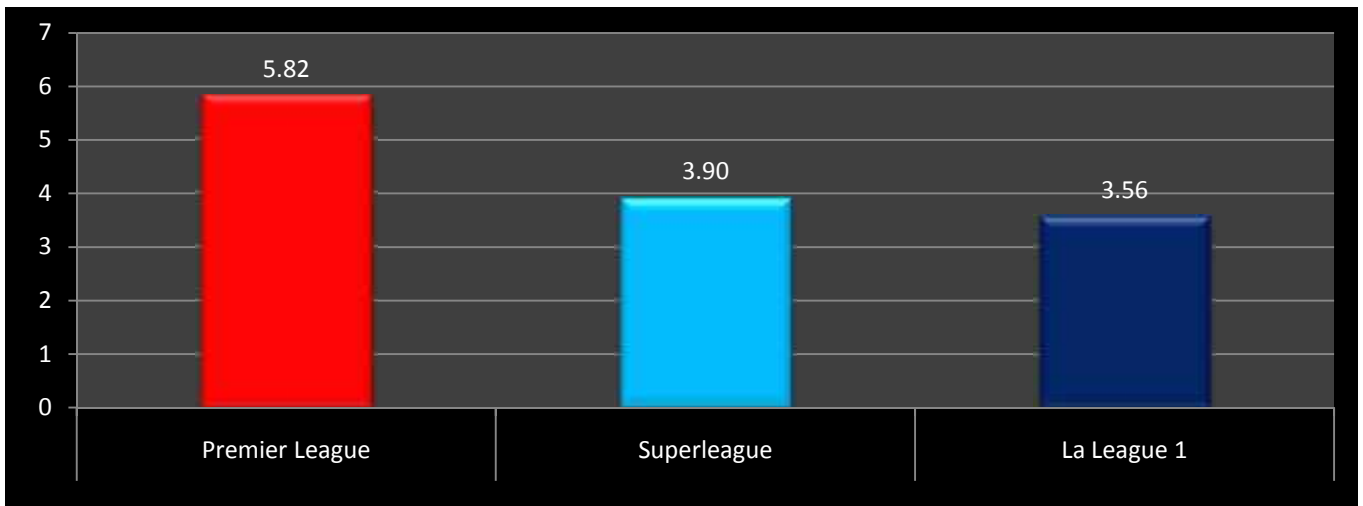
I. μ - μ
II. μ .

/ μ



μμ 1.11

❖ μ μ
 μ μ μ μ , μ
 μ μ μ
 , . μ μ ,
 « » « » μ .
 3 μ 76% 112% μ
 Premier League La Ligue1 μ , μ
 μ μ .
 B. μμ 1.12: μ μ
 μ μ μ μ
 μ : μ μ
 I. μ - μ
 II. μ μ .
 III. μ « »
 IV. μ μ μ
 . . μ μ



μμ 1.13

❖ μ μ

μ μ 32,7% 39% μ Premier League 2 3
 μ . « » 11 μ ,
 μ μ μ
 : μ
 • μ μ μ
 • , μ μ μ

B. μμ 1.14:

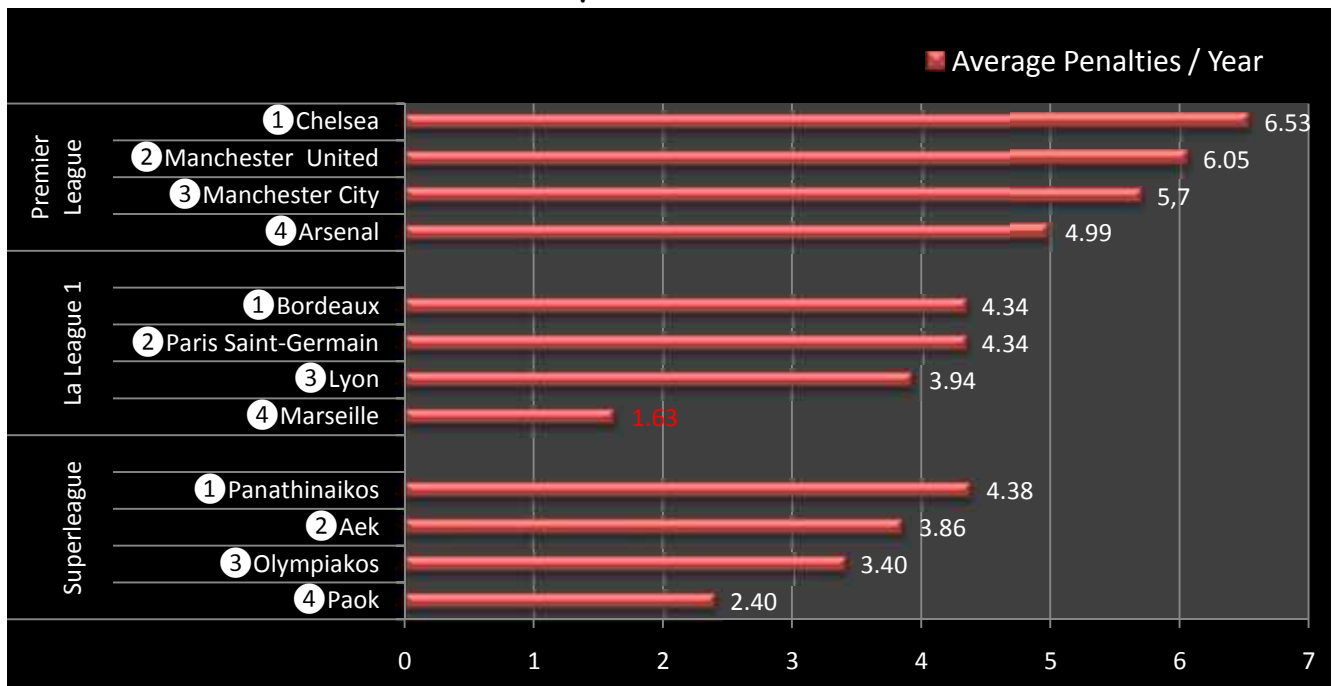
μ μ μ

μ
 :

μ

- I. μ - μ
- II. μ μ
- III. μ
- IV. μ

.. / μ



μμ 1.14

μμ (1.14), μ μ Chelsea μ , μ
 Marseille μ , μ μ μ
 μ μ μ μ .

8)

μ , (μ μ 7).

μ :

- μ 16
- 2
- ✓ 10 <7 μ
- ✓ 2 μ μ

μ :

- Lyon 7
- Monaco 2
- Bordeaux 2
- Paris 2
- Lille 1
- Lens 1
- Marseille 1
- Nantes 1
- Montpellier 1.
- ✓ 11 <7 μ
- ✓ 10 μ μ

μ :

- Manchester United 10
- Chelsea 3
- Arsenal 3
- Manchester City 2
- ✓ 11 <7 μ
- ✓ 4 μ μ

