

IDENTIFICAREA PROBLEMELOR STRATEGICE ALE MUNICIPIULUI CLUJ-NAPOCA PE BAZA ANALIZEI SWOT

IDENTIFYING THE STRATEGIC PROBLEMS OF CLUJ-NAPOCA BASED ON THE SWOT ANALYSES

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Abstract: The paper seeks to identify the strategic problems within the economic strategy of Cluj-Napoca. This is being done based on the SWOT analyses, underlining the strengths, weaknesses, opportunities and threats that can be identified regarding the city of Cluj-Napoca.

Keywords: local economic development, SWOT analysis, strategic problems.