



# Zaher Alabdo Ptst\*

PTST\*Practitioner, Theorist, & Strategic Thinker

Freelance Trainer | Honorary President: Arab Management Org.

Innovative: MBI© theory, LeaderShip21©approach &ISS© strategy

(Author, lecturer, Trainer, Consultant)

**Languages = Arabic – English - Turkish**

Author of more than 20 books on management, strategic leadership, HR, marketing research, feasibility studies and project management, governance.

Holds postgraduate degrees in economics and planning, and a "PTST" certificate from Strategic Management Institute "SMI"

Assistant advisor for graduate students, and an accredited international trainer for more than 25 years.

## Best Of MY PUBLISHED BOOKS

1	<a href="#">Beyond Institutional Excellence .. From Excellence to Supremacy</a>	English
2	<a href="#">Organizational Structure by Supremacy</a>	English
3	<a href="#">Leadership 21 and institutional excellence in a competitiveness environment</a>	Arabic
4	<a href="#">Administrative and financial corruption</a>	Arabic
5	<a href="#">Integration or death. Strategic Management by Integration</a>	Arabic
6	<a href="#">The Trilogy of institutional Excellence &amp; Management By Integration</a>	Arabic
7	<a href="#">Foundations of Management and Contemporary Managerial Thought.</a>	Arabic
8	<a href="#">The Strategic Management and Strategic Planning.</a>	Arabic
9	<a href="#">Circles of Control and Management.</a>	Arabic
10	<a href="#">ALL YOUR NEEDS TO PREPARE FEASIBILITY STUDIES.</a>	Arabic
11	<a href="#">ADVANCED SELLING SKILLS.</a>	Arabic
12	<a href="#">Marketing Research.</a>	Arabic
13	<a href="#">E-marketing.</a>	Arabic
14	<a href="#">Understand Your Subconscious Mind.</a>	Arabic
15	<a href="#">Concepts in strategic planning</a>	Arabic
16	<a href="#">Concepts in strategic management</a>	Arabic
17	<a href="#">Concepts in Management Fundamentals</a>	Arabic
18	<a href="#">Administrative thought and the most important administrative theories</a>	Arabic
19	<a href="#">Institutional guide for preparing the training plan</a>	Arabic
20	<a href="#">Institutional Supremacy Strategy .. Implementation Model and Road map</a>	Arabic

You can find my books on the Amazon website to read from the following link:

<https://amzn.to/3nAlySK>

You can find my printed books on Zahra's website from the following link:

<http://bit.ly/2DxFI08>

## WORK EXPERIENCES:

<a href="#">Founder &amp; Editor in-chief for Leadership21 Magazine</a>
<a href="#">Honorary President of the Arab Management Organization</a>
<a href="#">GENERAL MANAGER at Authorized KSA Dealer of "General Motors"</a>
<a href="#">GENERAL MANAGER at Authorized Syrian Dealer of "NISAN MOTORS"</a>
<a href="#">CEO of MART GROUP (Marketing, Research, Feasibility Studies).</a>
<a href="#">General Manager / Mart Link (Unique Marketing Services)</a>
<a href="#">General Manager / Guide Mart (advanced marketing solutions &amp; direct marketing services).</a>
<a href="#">AL-BAYAN MAGAZINE Editor-in-Chief.</a>
Commercial Manager of Industrial Company for Garment.
Management Consultant of "ALMALAZ FOR MEDIA SERVICES" + 5 commercial companies
Authorized Trainer (Marketing, Management, Business, Feasibility Studies, Human Resources) in many educational centers such as: (EBC, NNC ACADEMY, FUTURE LEADERSHIP MANAGEMENT, GATC, IATC, ALMAWRED, PROMOMIND ACADEMY, HUMAN FOCUS).

## MEMBERSHIPS: Most Important:

<a href="#">INTERNATIONAL ADVERTISING ASSOCIATION.</a>
ECONOMIC SCIENCE FORUM.
HOUSE OF ARAB JOURNALISTS' ASSOCIATION.
<a href="#">ARAB PLANNING INSTITUTE</a>
WRITERS UNION

1. To view my latest publications in management science, please [click here](#)
2. To view my previous Training programs, please [click here](#)
3. To view my training site, please [click here](#)
4. To read my interview in the Australian Performance Indicators Annual Report, [please click here](#)

**With respect**

[Zaher B. Alabdo](#) <sup>Ptst</sup>

<https://linktr.ee/ZaherAbdo>

Author, Trainer, Consultant. SMP, Kaizen, 6Sigma, BSC, ZCards, KPIs, ZOW.

Developer: MBI<sup>©</sup>, PDD<sup>©</sup>, OS-MBI<sup>©</sup>, Za-ICG<sup>©</sup>, ZCards<sup>©</sup>, ZOWi's<sup>©</sup>

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