

Strategic Planning: Models and Analytical Techniques

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Describes the use of models and analytical techniques in support of the strategic planning process. A model of the planning process itself is presented and used to identify elements essential to an effective strategy. Incorporates a unique set of readings drawn from strategic management, strategic planning, management science and operational research literatures. Both simple and complex models are presented, and among the topics covered are: product portfolio matrices, PIMS, SWOT analysis, cognitive mapping, scenario development, risk analysis, corporate modelling, robustness analysis, plan evaluation matrices, capital investment appraisal, and the analytic hierarchy process.



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