

1. Record Nr.	UNINA9910150325703321
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Titolo	25 need-to-know strategy tools / / Vaughan Evans
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2014
ISBN	1-292-01645-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxviii, 193 pages) : illustrations
Disciplina	658.4012
Soggetti	Strategic planning Organizational effectiveness Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Contents -- About the author -- Publisher's acknowledgements -- Introduction -- Top 10 do's and don'ts of strategy development -- Chapter 1: Identifying key segments -- Using it: IBM -- Chapter 2: Setting long-term goals -- Using it: Virgin Galactic -- Chapter 3: Setting SMART objective -- Using it: the BBC -- Chapter 4: Core ideology (Collins and Porras) -- Using it: Sony -- Chapter 5: The HOOF approach to demand forecasting (Evans) -- Using it: Apps -- Chapter 6: The five forces (Porter) -- Using it: Blockbuster -- Chapter 7: Rating competitive position -- Using it: Samuel Adams -- Chapter 8: The resource and capability strengths/ importance matrix (Grant) -- Using it: Virgin Group -- Chapter 9: The value chain (Porter) -- Using it: Zara -- Chapter 10: The product/market matrix (Ansoff) -- Using it: Virgin Cola -- Chapter 11: The attractiveness/advantage matrix (GE/McKinsey) -- Using it: Extramural Ltd -- Chapter 12: The growth/share matrix (BCG) -- Using it: Extramural Ltd -- Chapter 13: Three generic strategies (Porter) -- Using it: Southwest Airlines -- Chapter 14: The experience curve (BCG) -- Using it: New energy technologies -- Chapter 15: Blue ocean strategy (Kim and Mauborgne) -- Using it: Cirque du Soleil -- Chapter 16: Optimising the corporate portfolio -- Using it: Extramural Ltd -- Chapter 17: Creating value through mergers, acquisitions and alliances -- Using it: Lloyds Banking Group -- Chapter 18: Creating parenting value (Goold, Campbell and

Alexander) -- Using it: Energy companies and their mineral subsidiaries -- Chapter 19: Core competences (Hamel and Prahalad) -- Using it: Red Bull -- Chapter 20: Deliberate and emergent strategy (Mintzberg) -- Using it: Facebook -- Chapter 21: Profit from the core (Zook) -- Using it: Marvel Entertainment -- Chapter 22: Disruptive technologies (Christensen).
Using it: Toyota Motor Corporation -- Chapter 23: Good strategy, bad strategy (Rumelt) -- Using it: Wal-Mart -- Chapter 24: Innovation hot spots (Gratton) -- Using it: Linux -- Chapter 25: The Suns & Clouds Chart (Evans) -- Using it: Madonna -- Conclusion -- Ten useful strategy books to read next -- Glossary of terms -- References and further reading -- Index.

Sommario/riassunto

Includes 10 handy do's and don'ts of strategy development · Need powerful decision-making tools at your fingertips? · Want to get the most out of strategic thinking models like Porter's Five Forces? · Only want what you need to know, rather than reams of theory? With the critical strategy tools required to drive your business forward, this book tells you what you need to know, fast.
