

1. Record Nr.	UNINA9910298189603321
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Titolo	The Strategy Planning Process : Analyses, Options, Projects / / by Rudolf Grünig, Richard Kühn
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2018
ISBN	3-662-56221-9
Edizione	[2nd ed. 2018.]
Descrizione fisica	1 online resource (269 pages)
Disciplina	658.4012
Soggetti	Leadership Organization Planning Operations research Decision making Entrepreneurship Marketing Business Strategy/Leadership Operations Research/Decision Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Idea of Strategic Planning -- Strategic Documents and the Strategy Planning -- Initializing Strategic Planning -- Strategic Analysis at the Corporate Level -- Developing the Corporate Strategy -- Strategic Analysis at the Business Level -- Developing the Business Strategies -- Finalizing Strategic Planning.
Sommario/riassunto	Developing future strategies for a company is an important and complex task, and forms the core issue in this book. A company's strategy defines its future direction, specifying its desired market position and key competitive advantages both at the level of market offers and of resources. This book provides clear, straightforward advice for professionals: after a brief introduction to strategic planning, a heuristic process for determining future strategies is presented. It shows how to analyze a company's current situation, develop and assess options for the future, and define implementation projects.

Throughout the book, detailed recommendations are illustrated with the help of numerous concrete examples. As a result of studying applications of the book in practice, the second edition benefits from a simplified, hands-on analysis and planning process at the business level.
