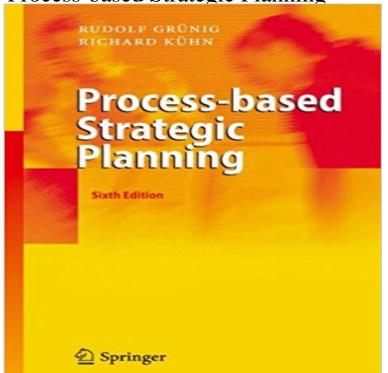
Process-based Strategic Planning



A completely revised and updated version of this book published in 2015 under the title The Strategy Planning Process.A companys strategies define its future direction, specifying not only target market positions for many years to come, but also the key competitive advantages both at the level of market offers and of resources. Developing future strategies is an important and complex task, which is the core issue in this book. After a short introduction to strategic planning, heuristic process determining future strategies is presented. This process is divided into eight steps, and for each of detailed these steps, recommendations problem-solving are provided and illustrated through many concrete examples. The new edition is improved. Â Â Â Â Â Â Â

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