



STRATEGIC AND COMPETITIVE ANALYSIS: Methods and Techniques for Analyzing Business Competition

By Craig Fleisher and Babette Bensussan (Prentice Hall, 2002)

Book Description

Given the priority of competitiveness in modern companies, practitioners of competitive or strategic corporate intelligence (CI) need to come to terms with what business and competitive analysis is and how it works. More importantly, they need to be able to convert the wealth of available data and information into a valuable form for decision-making and action. Collected data must be converted into intelligence. This is accomplished through analysis.

Strategic and Competitive Analysis comprehensively examines the wide spectrum of techniques involved in analyzing business and competitive data and information including environmental analysis, industry analysis, competitor analysis, and temporal analysis models. It helps business analysts and decision-makers to draw effective conclusions from limited data and to put together information that does not often fit together at first glance.

The Analysis Iceberg

Strategic management involves all aspects of a business and requires a knowledge and understanding of the environmental impacts on an organization to ensure that correct decisions are made and taken. It is not just about looking at best fit but of taking into account the needs of different stakeholders and diagnosing the factors required to formulate a good strategy.

So how do you formulate strategies and ensure they are the right ones? It is only through the careful collection,

Strategic And Competitive Analysis Methods And Techniques For Analyzing Business Competition

Nigel G. Evans



Strategic And Competitive Analysis Methods And Techniques For Analyzing Business Competition:

Strategic and Competitive Analysis Craig S. Fleisher, Babette E. Bensoussan, 2003 Summary This book comprehensively examines the wide spectrum of techniques involved in analyzing business competitive data and information Twenty four analytical tools are discussed and evaluated with examples to illustrate their most effective application Publisher description

Business and Competitive Analysis Craig S. Fleisher, Babette E. Bensoussan, 2015 This generation s definitive guide to business and competitive analysis has now been thoroughly updated with additional methods applications and examples Like the first edition *Business and Competitive Analysis Second Edition* helps you transform data into actionable insights and recommendations that enterprise decision makers cannot and will not ignore Craig S Fleisher and Babette E Bensoussan begin with a practical primer on the process and context of business and competitive analysis how it works how to avoid pitfalls and how to communicate results Next they introduce their unique FAROUT method for choosing the right tools for each assignment The authors then present dozens of today s most valuable analysis methods They cover classic techniques such as McKinsey 7S and industry analysis as well as emerging techniques from multiple disciplines economics corporate finance sociology anthropology and the intelligence and futurist communities For each they present clear descriptions background context strategic rationales strengths weaknesses step by step instructions and references The result is a book you can rely on to meet any analysis challenge no matter how complex or novel

Strategic and Competitive Analysis

Craig S. Fleisher, Babette E. Bensoussan, 2011 Examining the wide spectrum of techniques involved in analysing business and competitive data this text includes information on environmental analysis industry analysis competitor analysis and temporal analysis models

Strategic Management for Tourism, Hospitality and Events Nigel G. Evans, 2024-01-24

Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a tourism hospitality and events context and brings theory to life by integrating a host of industry based case studies and examples throughout This fourth edition has been fully revised and updated to reflect the major changes in strategic direction for these industries due to the most significant global crisis ever as well as significant technology advances and issues related to sustainability New features and topics in this fourth edition include New international tourism hospitality and events case studies from both SMEs and large scale businesses are integrated throughout to show applications of strategic management theory New Technology Focus short cases are included as well as longer combined sector case studies on topics such as COVID 19 impacts A new chapter on sustainability and corporate social responsibility explores how the principles of sustainability can be incorporated into the strategy of tourism hospitality and events organizations Technology is integrated into all chapters looking at big data artificial intelligence the external political environment social media and e marketing absorptive capacity and innovation Impacts and implications of COVID 19 are discussed considering industry responses financial implications and future

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ECKM2015-16th European Conference on Knowledge Management Maurizio Massaro and Andrea Garlatti, 2015-09-02 These proceedings represent the work of researchers presenting at the 16th European Conference on Knowledge Management ECKM 2015 We are delighted to be hosting ECKM at the University of Udine Italy on the 3 4 September 2015 The conference will be opened with a keynote from Dr Madelyn Blair from Pelerei Inc USA on the topic The Role of KM in Building Resilience On the afternoon of the first day Dr Daniela Santarelli from Lundbeck Italy will deliver a second keynote speech The second day will be opened by Dr John Dumay from Macquarie University Sydney Australia ECKM is an established platform for academics concerned with current research and for those from the wider community involved in Knowledge Management to present their findings and ideas to peers from the KM and associated fields ECKM is also a valuable opportunity for face to face interaction with colleagues from similar areas of interests The conference has a well established history of helping attendees advance their understanding of how people organisations regions and even countries generate and exploit knowledge to achieve a competitive advantage and drive their innovations forward The range of issues and mix of approaches followed will ensure an interesting two days 260 abstracts were initially received for this conference However the academic rigor of ECKM means that after the double blind peer review process there are 102 academic papers 15 PhD research papers 1 Masters research papers and 7 Work in Progress papers published in these Conference Proceedings These papers reflect the continuing interest and diversity in the field of Knowledge Management and they represent truly global research from many different countries including Algeria Austria Bosnia and Herzegovina Brazil Canada Chile Colombia Cuba Cyprus Czech Republic Estonia Finland France France Germany Hungary India Indonesia Iran Ireland Italy Japan Jordan Kenya Lithuania Mexico Nigeria Norway Pakistan Poland Portugal Romania Russia Slovakia Slovenia South Africa Spain Sri Lanka Sultanate of Oman Sweden Switzerland Thailand The Netherlands UK United Arab Emirates USA and Venezuela

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Aloulou, Wassim J.,2022-08-12 Managerial organizational and entrepreneurial scholars across disciplines have discussed the topic of resilience from developed economies yet much remains unknown on its practice during modern times and the crises that have recently affected daily lives business and workplaces Moreover few experiences of economic instability have been reported from emerging countries where global competition economic social environmental and sanitary concerns remain as real challenges It is essential that both researchers and practitioners explore new perspectives and tools to study resilience at many diverse levels and contexts The Handbook of Research on Entrepreneurship and Organizational Resilience During Unprecedented Times explores experiences in different managerial organizational and entrepreneurial issues particularly from the perspective of emerging countries By investigating different levels with interdisciplinary approaches and integrative frameworks it advances new perspectives for future research Covering topics such as employee creativity economic crisis and supply chain management this major reference work is an indispensable resource for entrepreneurs business leaders and executives marketing managers human resource managers organization behavior specialists consultants government officials politicians librarians students and faculty of higher education researchers and academicians *Strategic Management for Tourism, Hospitality and Events* Nigel Evans,2015-01-30 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a Tourism Hospitality and Events context and brings theory to life by integrating a host of industry based case studies and examples throughout Among the new features and topics included in this edition are Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism Hospitality and Events case studies from both SME s and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives products and markets and strategic implementation Longer combined sector case studies are also included at the end of the book for seminar work New content on emerging strategic issues affecting the tourism hospitality and events industries such as innovation employment culture and sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies additional exercises case studies and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding This book is an essential resource to Tourism Hospitality and Events students *The Complete Guide to Business Analytics (Collection)* Thomas H. Davenport,Babette E. Bensoussan,Craig S. Fleisher,2012-10-14 A brand new collection of business analytics insights and actionable techniques 3 authoritative books now in a convenient e format at a great price 3 authoritative eBooks deliver comprehensive analytics knowledge and tools for optimizing every critical business decision Use business analytics to drive maximum value from all your business data This unique 3 eBook package will help you harness your information discover hidden patterns and successfully act on what you learn In Enterprise Analytics analytics pioneer

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Business Strategy J. -C. Spender, 2014-01-30 What is strategy For many it is the application of a theory model or framework In this book Spender develops a different creative approach Emphasizing that firms face uncertainties and unknowns knowledge gaps he argues that the core of strategic thinking and processes rests on the organization s leaders developing newly imagined solutions to the opportunities that these uncertainties open up Drawing on a wide range of ideas from strategy economics entrepreneurship and philosophy he stresses the importance of judgment in strategy and argues that a key element of the entrepreneur and executive s task is to engage chosen uncertainties develop a language to express and explain the firm s particular business model for dealing with these and thus create innovation and value At the same time he shows how the language the strategist creates to do this gives the firm identity and purpose and communicates this to its members stakeholders and customers In an accessible and engaging style Spender introduces these ideas and reviews the strategy tools currently available from consultants and academics Throughout he stresses the uncertainties or knowledge absences that pervade business and make effective strategizing both necessary and valuable He outlines a structured practice that managers and consultants might chose to follow not a theory With appendices on casework teaching strategy current strategy texts and further reading this book makes an important contribution to our understanding of the field and practice of strategy opening up new approaches for managers consultants strategy teachers and students *Competitive Intelligence, Analysis and Strategy* Sheila Wright, 2014-07-10 The Holy Grail for most organisations is the successful attainment and retention of inimitable competitive advantage This book addresses the question of how to leverage the unique intangible assets of an organisation its explicit implicit acquired and derived knowledge The refreshingly innovative concept of Intelligence Based Competitive Advantage is one which will eclipse the cost driven and resource reduction attitudes most prevalent in the first decade of this century Tomorrow s organisation will need to derive IBCA through the expert execution of bespoke competitive intelligence practice unique analytical processes pioneering competitive strategy formulation and timely execution of all three if they are to succeed This volume consists of insights from Competitive Intelligence practices at both country and organisational level Competitive Analysis processes within the firm and within challenging sector and economic environments and Competitive Strategy formulation in profit non profit real and virtual world contexts It is essential reading for anybody wishing to gain a formal understanding of the practical and intellectual challenges which will face organisations in the future as they strive to achieve strategic foresight and Intelligence Based Competitive Advantage This book was originally published as two special issues of the Journal of Strategic Marketing **Proceedings of the 10th International Conference on Intellectual Capital, knowledge Management and Organisational Learning** Dr Annie Green, 2013-01-09 Sustainable Land Use Practices and Agricultural Innovations in India Hasibur Rahaman, Sakil Ansari, 2025-04-30 This book discusses sustainable land use practices in relation to agricultural innovation with a local focus by land size classes on the Murshidabad District of West Bengal Chapter 1 presents the different aspects of the physical and

cultural set up of the Murshidabad district Chapter 2 provides a background and overview of sustainable agricultural land use and development Chapter 3 presents the dynamics of sustainable agricultural land use and cropping patterns at the local level Chapter 4 discusses the overall agricultural innovations concerning the input and output aspects of a spatial context under different land size classes Chapter 5 covers the relationship between sustained agricultural land use and agricultural innovations Chapter 6 analyses agricultural innovations and agricultural land use based on household survey data in selected sample villages Chapter 7 uses a SWOT analysis to understand contemporary issues and challenges of agriculture innovation

The Sustainability Handbook, Volume 2 Mark Von Rosing, 2025-06-27 The Sustainability Handbook provides a comprehensive and holistic understanding of sustainability bridging the gap between academic theory and business practices Global climate change poses enormous environmental challenges and societies across the world must adapt and innovate to further the goals of sustainability for present and future generations The private sector especially must find new ways of doing business to align their practices with the Sustainable Development Goals SDGs adopted by the international community Using a conceptually structured framework throughout the book examines the latest academic research to summarize what environmental social and economic sustainability actually means in different contexts Using numerous specific case studies and insights from industry leaders the book shows how to strategically integrate sustainability into the organization with extensive focus on policies incentives measures operations production consumption and lifecycle management Volume 2 explores the concept of Radical Sustainability within an enterprise and why it is needed With examples from zero waste to eliminating use of rare earth resources triggering sustainable practices to cause related marketing and sustainability responsibility to external transparency over internal incidents this volume offers practical solutions for those who desire to progress from a Sustainable Strategy to an effective Sustainability Portfolio Management approach Underpinned by international research based evidence it explores associated trends and drivers within the marketplace and how innovative environmental social economic and governance aspects can be considered and solutions applied For researchers students and businesspeople at all levels and sectors this handbook is an essential reference of the latest sustainability tools and methodologies required to adapt and innovate towards sustainability Provides step by step guidance on key procedures and methodologies Presents chapters that begin with a graphical representation of how the topic fits within the larger framework Includes extensive coverage of sustainability related case studies and lessons learned

Software Product Management Hans-Bernd Kittlaus, Samuel A. Fricker, 2017-05-23 This book gives a comprehensive overview on Software Product Management SPM for beginners as well as best practices methodology and in depth discussions for experienced product managers This includes product strategy product planning participation in strategic management activities and orchestration of the functional units of the company The book is based on the results of the International Software Product Management Association ISPMA which is led by a group of SPM experts from industry and

research with the goal to foster software product management excellence across industries This book can be used as textbook for ISPMA based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software Hans Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting Germany Samuel Fricker is Board Member of ISPMA and Professor at FHNW Switzerland

Deploying Foresight for Policy and Strategy Makers Leonid Gokhberg,Dirk Meissner,Alexander Sokolov,2016-04-23 This book develops foresight techniques to turn future societal challenges into opportunities The authors present foresight approaches for innovation policy and management Future developments in fields such as education energy new materials nanotechnologies are highlighted for different countries Readers will discover tools and instruments to capture the potentials of the grand societal challenges as defined by the United Nations This book is a valuable resource for researchers and scholars with an interest in foresight methods and gives practical hints for policy makers and managers to take account of the grand opportunities in their business and policy strategies *Analysis Without Paralysis* Babette E. Bensoussan,Craig S. Fleisher,2013 Rev ed of Analysis without paralysis 10 tools to make better strategic decisions c2008

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