



## Case Studies in Strategic Planning

### Systematic Pattern of Strategic Planning

[Case Studies in Strategic Planning](#) shows you how to do systematic strategic planning in real-life cases, regardless of your level of expertise. The simplified version of this methodology and its analysis tools, based on fundamentals, are easily understood and universally applied to any type of business for developing strategic plans. More importantly, this methodology guides you in identifying the circumstances in which you might use particular tools, use them effectively, and target them directly at achieving effective results.

The book is organized into two parts: Part I provides the overall framework and describes the systematic pattern of strategic planning. Part II demonstrates case studies, most of which are entrepreneurial and related to new businesses.

Chapter 1 delves into the first four stages of systematic strategic planning, including clarifying current conditions, identifying competitive advantages, defining opportunities and developing strategies.

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