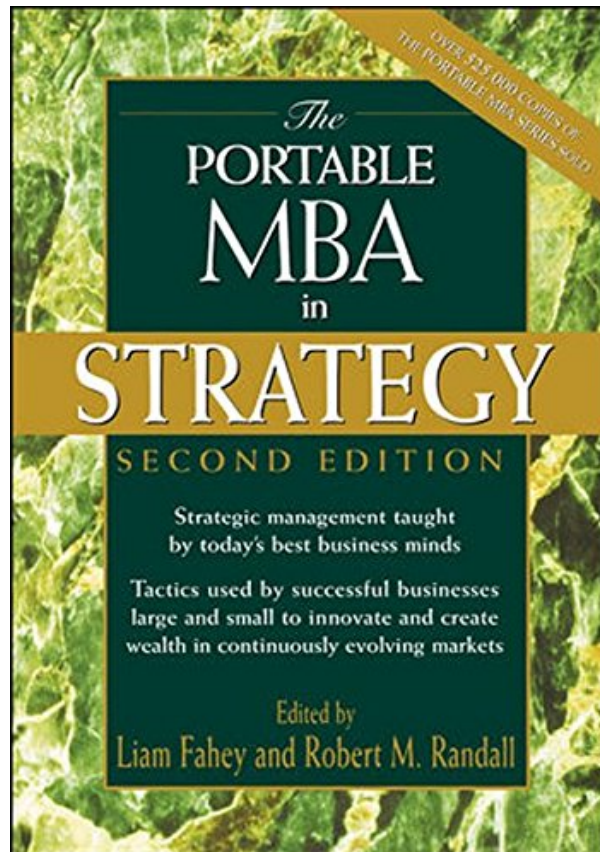
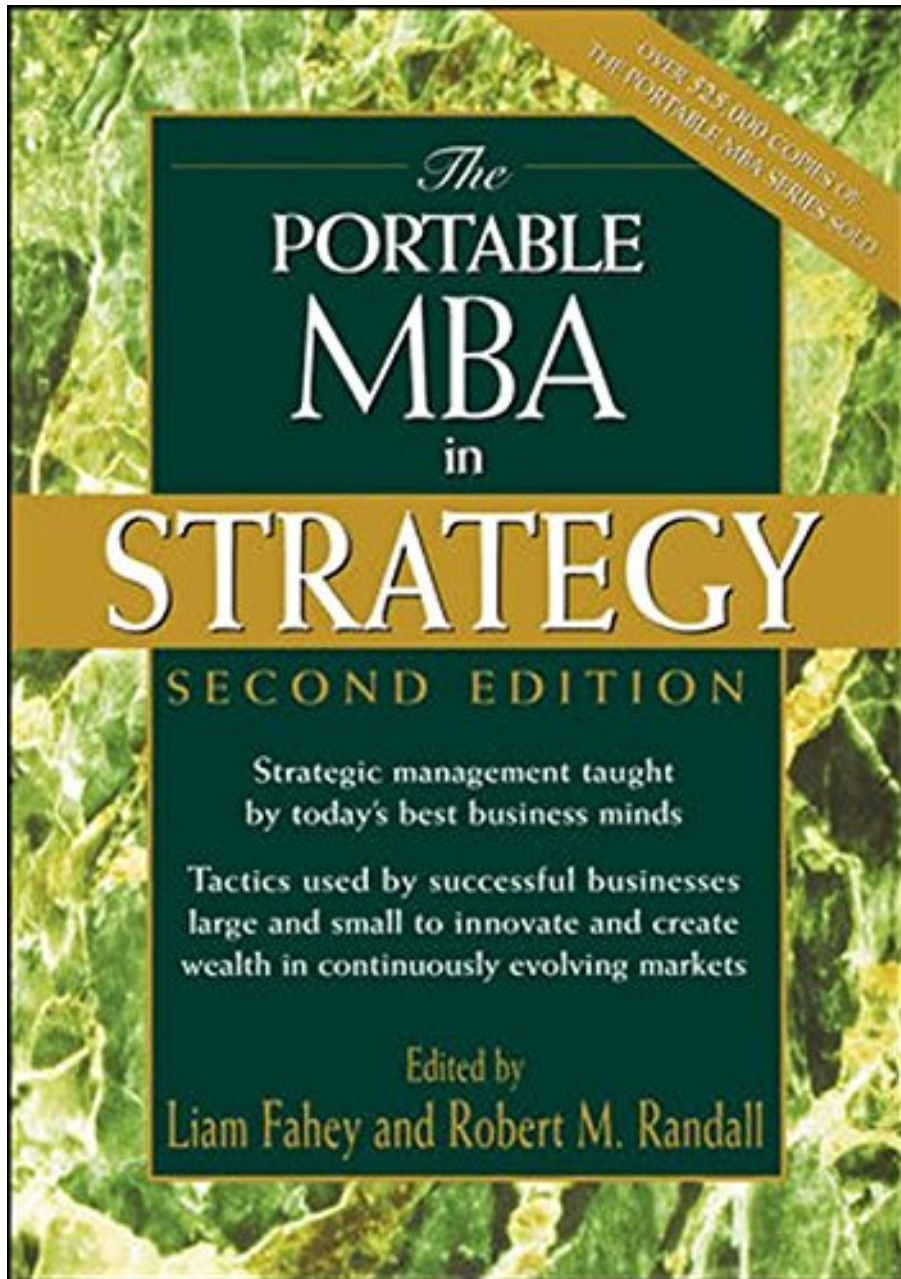


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From the Inside Flap

The ultimate goal for all managers is to enable their organization to thrive in the marketplace-to produce offerings that customers value highly and to outperform the competition according to key metrics. The Portable MBA in Strategy, Second Edition arms you with the critical knowledge you need to make the choices that will attract and retain the most valuable customers, to experiment and adapt rapidly in continuously changing markets, and to position your organization advantageously for the future.

Featuring contributions from internationally recognized leaders in strategic thought and practice, this fully updated Second Edition reflects the remarkable impact of e-business on all commercial activity, reveals the new opportunities and risks facing small business, and presents the latest methods of strategic analysis and implementation for domestic and global businesses. This unique resource offers a clear, practical guide to leading-edge strategic management practices, explains the strategic manager's tasks and objectives, and shows how management techniques such as scenario planning can be used to develop the foresight and insight necessary for short- and long-term wealth creation in a competitive, unpredictable business environment.

Formulating inventive, effective strategy requires careful analysis of customers, markets, competitors, and the organization. This comprehensive tutorial leads you through the process of internal and external analysis, showing you how to use the results to identify, develop, and assess strategic alternatives.

You'll learn how to translate bold strategy into action while operating at full speed-realigning the organization, reconfiguring operational processes, planning and administering a strategic shift, and customizing a strategy that fits your organization's strengths and provides competitive advantage in your marketplace. You'll also see how to integrate strategies that are seemingly opposites-low cost vs. high quality, sales growth vs. cost control, and investing for the long term vs. maximizing short-term profits.

Enlivened with insightful examples, revealing case studies, and best practices from many of today's dominant, adaptive organizations, The Portable MBA in Strategy, Second Edition is the most authoritative source for managers or students seeking explanations of state-of-the art analytical tools and effective guidance on strategy issues. No matter what type of business you are in, you can follow these practical guidelines to create an inventive, winning strategy for your organization.

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If you're in business to WIN, read this book!

By Michael Davis

Strategy and tactics are essential to all entrepreneurs wanting to not only be successful, but to win! Playing to win is a mindset as pointed out in the April 2004 Harvard Business Review - "Hardball: Five Killer Strategies for Trouncing the Competition." In "The Portable MBA Guide to Strategy" you will learn to formulate and execute effective marketplace strategies that enable you to transform your ideas into marketplace reality.

Divided into four parts, numerous experts expound upon what is strategy and how to use it to win in business:

Part One - Strategy: Winning in the Marketplace

Part Two - Strategy Inputs: Analyzing the External and Internal Environments

Part Three - Strategy Making: Identifying and Evaluating Strategic Alternatives

Part Four - Managing Strategic Change: Linking Strategy and Action

If you went to business school, this will be a great refresher. If not, this book will cover all the bases and create a solid strategic foundation applicable to the real world.

It's hard for me to say where to start; The Portable MBA is a cornucopia of indispensable knowledge. Chapter 5, Strategy for the Small Business seems like a logical place to start. And, if you're looking for funding, pay close attention to Box 5.4 on p. 124 for key questions to ask yourself. Chapter 6 on Digital Strategy is also compelling in its own right. While much of the book applies to larger entities, it is wise to study the material for two reasons; 1) It will help you learn how to build your company and 2) Studying larger competitors is tantamount to military generals learning the ways of their adversaries.

Michael Davis - Editor, Byvation

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Winning Ways for Planning Pilots

By Craig L. Howe

Strategic planning was once the sole responsibility of senior management. In today's business climate of shortened product cycles, ruthless price competition and global access to markets, the burden has spread to include middle managers. This new Portable MBA volume is the eighth in the series. It offers insights from 16 leading business school professors at Harvard, Boston University, Maryland, Northwestern, Dartmouth, Michigan, Stanford, Wharton and the Cranfield School of Management in England and five prominent consultants. Each contributor is not only an expert, but experienced putting into practice the principles and

methodologies discussed in the chapter.

Whether tackling business, corporate or global strategy issues or analyzing industrial, technological, organizational and political factors, *The Portable MBA in Strategy* defines the planner's current vocabulary. It also offers practical solutions to implement plans in any business environment.

The book reduces a successful strategy to its four component parts -- the marketplace for the strategy; the inputs required for a successful plan, the opportunities for corporate transformation and the steps required to transfigure the plan into reality. Each chapter starts with an engaging case study to illustrate its theme. The result is a practical, readable, and comprehensive look at business strategy; appropriate whether the reader is the owner of small business or the manager of a vast global enterprise.

1 of 4 people found the following review helpful.

great book received in great condition

By bamareader

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