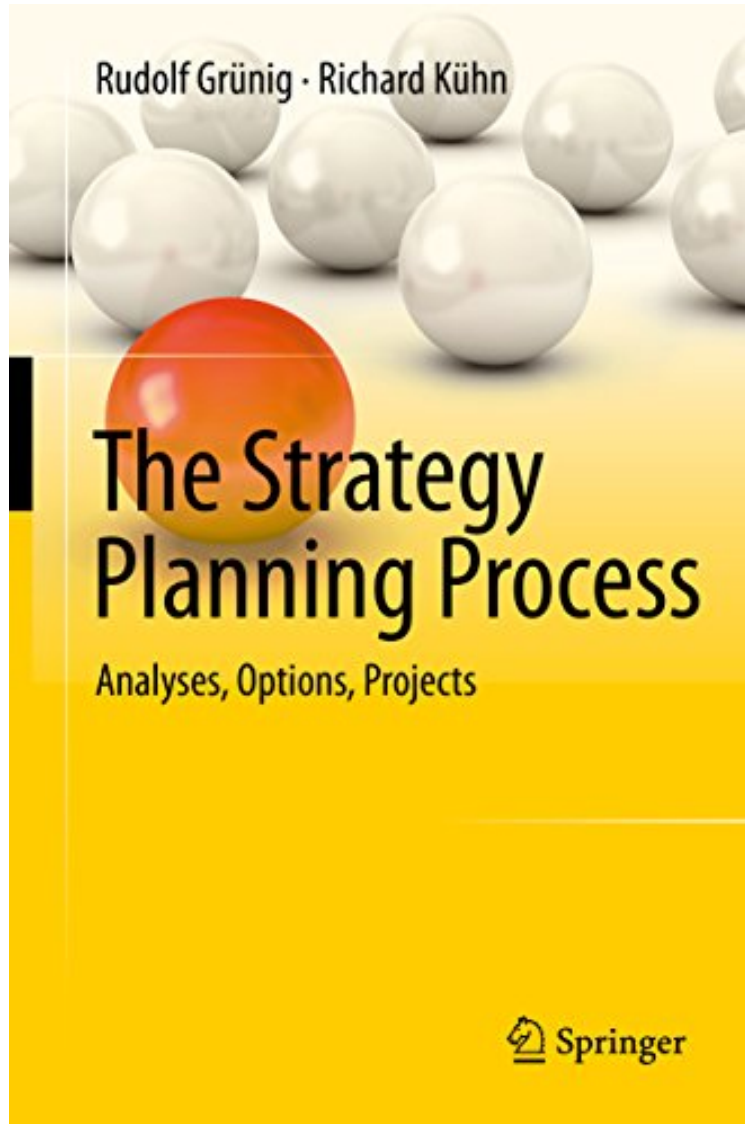


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The Strategy Planning Process: Analyses, Options, Projects

Rudolf Grünig, Richard Kühn

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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. The book is a further development of the author's highly successful previous publication "Process-based Strategic Planning," which appeared in six editions.

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