



ANALYSIS WITHOUT PARALYSIS: 10 Tools to Make Better Strategic Decisions

By Babette Bensoussan and Craig Fleisher (FT Press (Financial Times Prentice Hall, 2008))

Book Description

If you're a manager or business owner, you need tools to make better decisions - about business strategy, marketing, competition, positioning, product development, and much more. In *Analysis Without Paralysis*, two renowned experts on business analysis and strategy bring you these tools, in plain English!

Babette Bensoussan and Craig Fleisher teach you exactly what you need to know, without dragging you through unnecessarily complex concepts or advanced mathematics. They start with a practical, realistic introduction to the analysis process; then they walk you through ten core sets of analysis techniques that every manager can use effectively.

You'll master classic techniques like SWOT analysis and Porter's Five Forces, in addition to the latest approaches to competitor, financial, issue, and value chain analysis. Next, Bensoussan and Fleisher guide you through analyzing the global, social, political and macroenvironmental challenges that will increasingly shape the future of your business.

For each tool, the authors present clear descriptions, context, rationales, strengths, weaknesses, step-by-step instructions, and case study examples. The result: a book you can rely on to address your strategic and business challenges – whatever your role, experience, industry, or environment.

- *Don't just collect data – use it for competitive advantage:* Uncover correlations, assess trends, identify performance gaps, and identify your best opportunities
- *Get truly actionable outputs from your analysis:* Perform future-oriented analysis that leads to better competitive strategies and tactics
- *Use Analysis to Anticipate and Adapt to Rapid Change:* Get early warning of emerging threats – and respond more quickly

A Practical, Plain English Guide to Business Analysis

You can use business analysis to address your most crucial strategic and tactical challenges – *without* burying yourself in advanced math or arcane theory! This friendly guide walks you through the entire business analysis process and then explains each of today’s most valuable analysis tools – *in plain English*. You’ll be able to make better decisions and get better results – even if you’ve never been responsible for analysis before. You’ll find realistic case studies, in addition to practical guidance for choosing the right tools for each challenge.

The Audience

This book is written so that even if a reader has never performed business analysis before – they can gain the necessary insights that good analysis will bring and build strategies for a winning future.

How to Use the Book

For each tool, the authors present clear descriptions, context, rationales, strengths, weaknesses, step-by-step instructions, and case study examples. The result: a book you can rely on to address your strategic and business challenges--whatever your role, experience, industry, or environment.

- Make better decisions and get better results – even if you’ve never been responsible for analysis before
- Master BCG matrix, Porter’s Five Forces, SWOT, value chain analysis, scenario planning, and much more
- Step-by-step techniques, tradeoffs, and real-world case study examples

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