



The FT Guide to Analysis for Managers: Effective Planning Tools and Techniques

By Babette Bensoussan and Craig Fleisher (FT Press (Financial Times Prentice Hall, 2009))

Book Description

The FT Guide to Analysis for Managers will help you make sense of today's complex, chaotic, globally competitive environment.

It will hone your strategic thinking and give you an improved understanding of the competitive terrain, which in turn, will help you steal a march on your competitors.

Effective analysis of your competition, environment, organisation and strategy will help you deliver the following:

- Early warning of potentially developing opportunities or emerging threats in your competitive environment.
- An objective and arms-length assessment of your organisation's relative competitive position.
- The ability to help your organisation to more quickly and easily adapt to changes in the environment.

The Audience

This book is one you can rely on to meet your strategic challenges and address your business challenges, whatever your role, industry or environment.

How to Use the Book

The book gives you the 12 core methodologies that will make the way you evaluate business data and information more effective and more business-focused. Learn the fundamentals of these techniques and you'll be able to analyse the performance and competitive fitness of both your own company and your competitors more effectively and take better strategic decisions about the future direction of your business.

TABLE OF CONTENTS

PREFACE

PART I INTRODUCTION 1

Chapter 1 Business Management and the Role of Analysis 3

Chapter 2 The Analysis Process 13

PART II ANALYSIS TOOLS 21

Chapter 3 BCG Growth/Share Portfolio Matrix 23

Chapter 4 Competitor Analysis 39

Chapter 5 Driving Forces Analysis 53

Chapter 6 Financial Ratio and statement Analysis 67

Chapter 7 Five Forces Industry Analysis 89

Chapter 8 Issue Analysis 101

Chapter 9 Product Life Cycle Analysis 117

Chapter 10 Scenario Analysis 135

Chapter 11 Macroenvironmental (STEEP/PEST) Analysis 149

Chapter 12 SWOT Analysis 159

Chapter 13 Value Chain Analysis 171

Chapter 14 Win/Loss Analysis 189