Index

Accounting, 11, 75–76	Clouds, 21
Acropolis, 35	Collaboration, 62–63
Administrative unit, 74–75	Competition, 16
Affordable Care Act (ACA), 109	Competitor Encounter Tracking
Agricultural society, 33	Device, 159
Algorithmic trading, 105	Competitor profiling, 158–161
Alienation, 202	Concept testing, 199
Amazon, 59, 86, 138	Conflicted organizations, 178–179
American Bar Association, 82	Constitution, 28, 81, 83
Apple Corporation, 19, 157	Consumer buying power, 87
Art Castings of Colorado, 136–137	Consumer Electronics Show (CES),
Augmented reality (AR), 116	113
Automobiles, 113–114	Consumer reaction, 199
Autonomous cars, 114	Content analysis, 152
,	Continuous learning, 161
Bartell Theater, 127–128	Corporate purposes, 196–199
Benchmarking, 161–163	Corporate social responsibility (CSR),
Bhagavad Gita, 26	19
Big data, 85	Corporate strategies, 58, 59
Bluegrass Community Hospital,	Corporate wellness programs, 107
132–134	Cost–benefit analysis, 168–169
Boomers, 106	Cost-effectiveness analysis, 168–169
Brainstorming, 152, 153–154	Countering resistance, 200–202
Brand loyalty, 87	Crazy Lenny's E-Bikes, 137–138
Breakeven analysis, 167	,
Bruce Company, 144–145	Decision-making, 17, 50, 54, 67
Buddha, 26	Decision tree analysis, 169–172
Bureaucracies, 177–178	Defense Department, 39
Business financial transactions, 18–19	Demographics, 53, 106, 164
Business Roundtable, 196	Descendants, 32
Business strategy, 5–6, 18–21, 45–46	Different businesses
	automobiles, 113–114
Careers, 161	data processing, 118
Cheramy Story Arts and Marketing,	durable manufacturing, 112–113
127	federal government, 117–118
Christian God, 26	health and social care, 107–109
Christianity, 26	information, 118
Clasen's European Bakery, 145–146	law, 118
Clayton Act, 82	learning, 97–98
0.10, 00.1.100, 02	

leasing, 98–101 The Grapes of Wrath, 31 media and entertainment, 118-120 The Great Wall of China, 35 finance and insurance, 104-107 Greek architecture, 29 nondurable goods, 114-115 Gross Domestic Product (GDP), 97, product vs. process, 96 104, 115 real estate, 98-101 renting, 98-101 Harness, Freedman, 124–125 Harness technology, 110 retail trade, 115–117 services vs. products, 95-96 Health and social care, 107-109 social care issues, 110–111 Health insurance, 107 social issues, 111-112 Hewlett-Packard (HP), 56 state and local government, Hindus, 26 103-104 Household income, 110 telephone, 118 Human evolution, 34–35 wholesale trade, 115 Human resource management, 76–78 The Divine Comedy, 30 Durable manufacturing, 112–113 Income inequity, 105 Individual strategizing, 57–58, 60–61 E-bikes, 137–138 Industrial Revolution, 35 Economic Espionage Act of 1996, Industrial society, 33 Industry convergence, 87 Educational planning, 77 Industry opportunity assessment, Electric cars, 114 163-164 Information and technology, 78-79 Equifax Corporation, 82 Esker Inc., 134-135 Insurance companies, 105 Ethical issues, 194–196 International operations, 79–80 Expert panel/consulting firms, 152–153 Invention, 28 Investor Relations, 160 Facebook, 68, 152 Investors, 160 Federal government, 117-118 Invisible force majeure, 183–184 Finance, 104-107 Isthmus Engineering and Financial compensation, 206 Manufacturing Cooperative, Financial management, 75–76 130-131 Freedman customers, 125 Jaguar Land Rover, 19 Jewish religion, 26 Gambling, 7 General Motors (GM), 37 Job Opportunities, 161 Generational theory, 77 Journaling, 154–156 Gialamas Company, 146–147 Gilson Inc., 128–130 Knowledge-based power, 184–185 Globalism, 75 Google, 59, 68, 119 LaFleur Stables, 142–143 Government factors, 16 Leadership, 156 Government policy, 52 Leasing, 98–102

Legal and government relations, 80–84	Personality-based power, 184 PEST analysis, 78
Long-range business planning, 36–41	Pied Piper, 27
Zong range outsiness planning, 50 Tr	Planning programming budgeting
Madison Riding Academy,	systems (PPBSs), 46
142–143	PlayStar Inc., 139–140
Managing strategizing, 193–210	Political-based power, 186
Marketing	Political-based systems, 190
brand loyalty, 87	Political factors, 16
consumer buying power, 87	Porsche, 19
consumer participation and	Post-collegiate professional training, 77
resistance, 87	Post-secondary vocational education,
deregulation, 86–87	77
function, 84	Power
industry convergence, 87	consequences, 188-189
new product development, 87	dimension, 189–191
privatization, 87	frequency, 188–189
research, 84	positive/negative effects, 188–189
traditional segmentation, 85	types, 187–188
Market liquidity, 105	Preparedness, 53, 54
McKinsey & Company, 106	Pricing, 76
Medium-term planning, 36	Privatization, 87
Merit pay, 206	Process-based power, 185
Microfinance, 105	Process-based systems, 190
Microsoft, 61	Production and operations manage-
Miller's grocery, 138–139	ment, 88–91
Mobility, 15	Product/market matrix, 156–157
Moore's Law, 79	Profitability, 134
Morey Airplane Company, 126	Prototyping, 199
Navy mandriet devialemment manages	Public pensions, 104
New product development process, 199–200	OP 1 116
Nondurable goods, 114–115	QR codes, 116
Northern industrialism, 81	Quantified Communications, 126–127
Northern maustransm, 81	Quantitative tools
Office Centre Plus, 143–144	breakeven analysis, 167
Organic light emitting diode (OLED),	cost–benefit, 168–169
113	cost-effectiveness analysis, 168–169 decision tree analysis, 169–172
Organizational communication, 74	return on investment (ROI), 166
Organization for Economic	sensitivity analysis, 167–168
Co-Operation and	sensitivity analysis, 107–100
Development (OECD), 111	Rail transportation, 35
Organization structure, 208–210	Real estate, 98–101
Organized society, 51-54	strategy considerations, 101–102
	strategy considerations, 101–102

Recession, 104	collaboration, 62–63
Religion, 7, 27	definitions, 2–3
Renting, 98–102	different businesses, 95-120
Research and development (R&D),	framework, 14–16
60, 66	framing feasibility, 61–62
Resource-based power, 185	human evolution, 34–35
Retail trade, 115–117	importance, 9–10
Return on investment (ROI), 166	impulse, 36
Reward power, 183	islands, 62
Risk, 49, 50, 176	limits, 173–191
Roman Colosseum, 35	management and psychological
Roman sculpture, 29	aspects, 31–32
Rural electrification, 33	opportunities, 173–191
110101 010011110011011, DD	organizing, 202–208
Saddlery, 124–125	origin, 25–30
Scanlon Plan, 207	other fields, 7–8
Scenario building, 81, 164–166	perspectives, 12–14
Schools, 45–46	power, 173–191
Securities and Exchange Commission,	preconditions, 56–57
82	problems, 65–69
Self-driving cars, 113	process, 55
Senior Core of Retired Executives, 153	questions, 18
Seniority-based power, 186–187	roots and persistence, 33
Seniority-based systems, 190	sources, 58–60
Sensitivity analysis, 167–168	special issues, 91
Sherman Anti-Trust Law, 82	vs. tactics, 10–11
Shoe Box, 131–132	theorists, 34
Short-term planning, 36	tools, 151–172
Skills-based power, 185–186	Structured interviews, 157–158
Skills-based systems, 190	Summit Credit Union, 140–142
Social care issues, 110–111	Supreme Court, 83
Social issues, 111–111	SWOT analysis, 13, 135, 159, 174
Social power, 184–187	5 WO1 allalysis, 13, 133, 139, 174
Southern agriculturalism, 81	Tactics, 10–11
Stakeholders, 16	TDS Telecom, 102
State and local government, 103–104	Technology, 79 Tesla, 19
Strategic benchmarking, 161–163	Test marketing, 199
	Tools, 43–46
Strategic management, 42–43	
Strategic planning, 41–43	brainstorming, 153–154
Strategic thinking, 8–9	competitor profiling, 158–161
Strategizing, 1	content analysis, 152
academic definitions, 3	expert panel/consulting firms,
characteristics, 17–18	152–153

industry opportunity assessment, 163–164 journaling, 154–156 product/market matrix, 156–157 scenario building, 164–166 strategic benchmarking, 161–163 structured interviews, 157–158 Transitioning, 16–17 Transportation, 35

Valuable, Innovative, Rare and Organized (VIRO), 47 Value Chain analysis, 13 Vehicle manufacturers, 19 Vision-based power, 186 Vision-based system, 190

Wholesale trade, 115 World Economic Forum, 105 World War II, 36, 37

Zone of acceptance, 195