

STRATEGIC PROJECT MANAGEMENT MADE SIMPLE



PRACTICAL TOOLS FOR
LEADERS AND TEAMS

TERRY SCHMIDT

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making in the context of complex environments and competitive dynamics Strategic management is not static in nature the models often include a feedback loop to monitor execution and inform the next round of planning Table of Contents Introduction 7 2 Why Strategy 8 3 The Formulation of Strategy 9 4 Schools of strategy 11 5 Levels of strategy 13 6 Process of strategy 16 7 Types of Strategy 24 8 Stakeholder theory 29 External Analysis 33 10 Internal Analysis 39 11 Integration 44 12 Human resources management HRM 47 13 Culture 51 14 SWOT Analysis 63 15 Generic Strategy 66 16 Managing change 72 17 Growth and Decline 81 Globalization and International Strategy 90 19 The Basis of Strategy Structure 98 20 References 113 IAS '96 IEEE Industry Applications Society. Meeting,1996 **Best Practices in Planning and Performance**

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Harvard Business School Bulletin ,1985 **Annual Index/abstracts of SAE Technical Papers** ,1996

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