**DESCRIPTION**

Supporting Strategy develops the concept of the strategic development process. The book begins by describing a balanced process for strategy development, spanning direction setting, strategy creation, rehearsal, evaluation and choice, leading to a continuous process of adopting strategic initiatives. It then goes on to present a practical collection of frameworks, methods and models which both individually and in combination can be used to support strategy. The collection includes: drama theory, visioning methods, problem structuring methods, resource based view of strategy, SWOT / TOWS analysis, system dynamics, agent based modelling, scenario planning, decision and risk analysis, financial evaluation, real options, robustness analysis and performance measurement.

This is a contributed work with original content written for the book from leading academics in the field, including Maureen Meadows, Robert Berry, Jim Bryant, Adrian Caldart, Alberto Franco, Giles Hindle, Nigel Howard, Martin Kunc, Abhijit Mandal, Gilberto Montibeller, John Morecroft, Martin Murtland, Fernando Oliveira, and Efstatios Tapinos.

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NEW TO EDITION

• Spans literature from the fields of Strategy and Management Science / Operational Research.

• Brings together a novel collection of strategy support frameworks methods and models.

• Provides a balance between strategy formulation and strategy evaluation.

• Highlights the role and importance of strategy rehearsal.

• Each chapter will focus on a particular method and provides an introduction to the method and its role in supporting strategic development, an example of how to execute the method, a case study of the method in practice, and a review of past and future developments.

FEATURES

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