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It is vital for organisations to use company analysis to gain understanding of their

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limiting and enabling factors and strategic capabilities. Profits can then be maximised by selecting the most effective strategies, and through successful implementation of mergers, acquisitions and divestment opportunities. In this book Jenster and Hussey move away from the opinion based SWOT analysis commonly used, to provide a more objective step-by-step approach to objectively analysing an organisation. This important task is clearly explained, with information helpfully displayed in diagrams, and checklists of critical questions provided. In addition to the key, functional

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areas of management, corporate-wide approaches such as core competencies, critical success factors, industry analysis and the value chain are also examined. The book is illuminated with examples from the authors' own experiences, resulting in a practical and effective approach which will provide a foundation for corporate strategy and add a strategic dimension to a due diligence study - and so prove invaluable to MBA students and lecturers in strategic management. Every manager will be asked to participate in assessing strengths and weaknesses at some time in their career, and

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this book enables a considerable improvement to be made to many commonly used methods - and for those responsible for the development of strategies, it offers even more.

While building on the author's previous book, "Financial Aspects of Marketing," this book is designed to provide marketing managers and students with the financial know-how to maximize the cost effectiveness of their marketing activities.

Written by real estate professionals, this book assembles the most comprehensive

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overview of real estate principles available. It uses an array of intriguing topics which covers the numerous issues that give real estate its distinctive flavor. In this edition all exhibits, tables and boxes have been updated or replaced with current material. Contains a thorough treatment of the growing implications of institutional (pension fund) investment in commercial real estate. Also discusses Clinton economics and the new tax law.

Scenario planning should be one of the Pentagon's most important tools for

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developing strategy for an uncertain future. However, the formalized joint scenario planning process to support strategy and force development-Support for Strategic Analysis-has faced many challenges over the past 2 decades, and has ultimately proven less influential than intended on strategic decision-making. Explaining why is the main purpose of this monograph. It argues that scenario analysis has been most effective in supporting capability and program development, while it has fallen short in shaping strategy and force structure. The reasons for this are numerous and are rooted

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in intrinsic, structural characteristics of decision-making in large organizations. The monograph concludes with several recommendations for rejuvenating scenario planning in the Pentagon.

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