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One of the key skills of a strategic analyst is in understanding which analytical tools or techniques are most appropriate to the objectives of the analysis. Below is an overview of some of the more commonly used strategic analysis tools. SWOT analysis

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Methods of strategic analysis and proposal method of measuring productivity of a company 179

3.4. The BCG Strategic Portfolio Model

It is a method of approaching and analyzing business marketing and growth developed by the Boston Consulting Group. The primary guiding principle of the BCG group’s strategy is

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Authors Craig S. Fleisher and Babette E. Bensoussan are uniquely placed as experts in the field of strategic and competitive analysis. They have extensive corporate consulting, research, and teaching experience in strategy and competitive intelligence and have both published and spoken internationally.

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Introduction BaBette e. Bensoussan and craIg s. FleIsher The strategic group analysis article covers one of the lesser utilized but critical analysis tools available to the competitive intelligence practitioner. This tool was one of the 24 techniques we covered in our 2003 analytical methods handbook Strategic and Competitive Analysis.

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Business and Competitive Analysis: Effective Application ...

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teaching experience in strategy and competitive intelligence and have both published and spoken internationally.
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