

CONTENTS

<i>Foreword</i>	ix
<i>Authors' acknowledgements</i>	xii
<i>Publisher's acknowledgements</i>	xiv

PART ONE

INTRODUCTION	1
--------------	---

PART TWO

BUSINESS STRATEGY	9
1 Overview	11
2 What businesses are you in?	15
3 Where do you make the money?	31
4 How good are your competitive positions?	45
5 What skills and capabilities underpin your success?	73
6 Is this a good business to be in?	80
7 What do the customers think?	92
8 What about the competitors?	110
9 Should you do something else?	118
10 Who are we? What will we do?	122
11 How to raise profits quickly	132
12 Conclusion	144

CONTENTS

PART THREE

HINTS ON MANAGING THE STRATEGY PROCESS 145

13 Selling the need for a new strategy 147

APPENDIX ONE

STRATEGY AND ITS HISTORY 153

APPENDIX TWO

GLOSSARY OF STRATEGY TERMS 163

INDEX 210