



Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition

Craig S. Fleisher, Babette Bensoussan

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This book comprehensively examines the wide spectrum of techniques (classic as well as more popular contemporary ones) involved in analyzing business, competitive data, and information. A consistent format for each technique includes a description, background, rationale and implications, advantages, limitations, process, and related tools. Twenty-four analytical tools are discussed and evaluated with examples to illustrate their most effective application. A unique evaluation process for each model identifies ease of use and practicality. Two-part organization covers analysis and its relationship to competitive intelligence and strategy, and the techniques of strategy and competitive analysis.

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