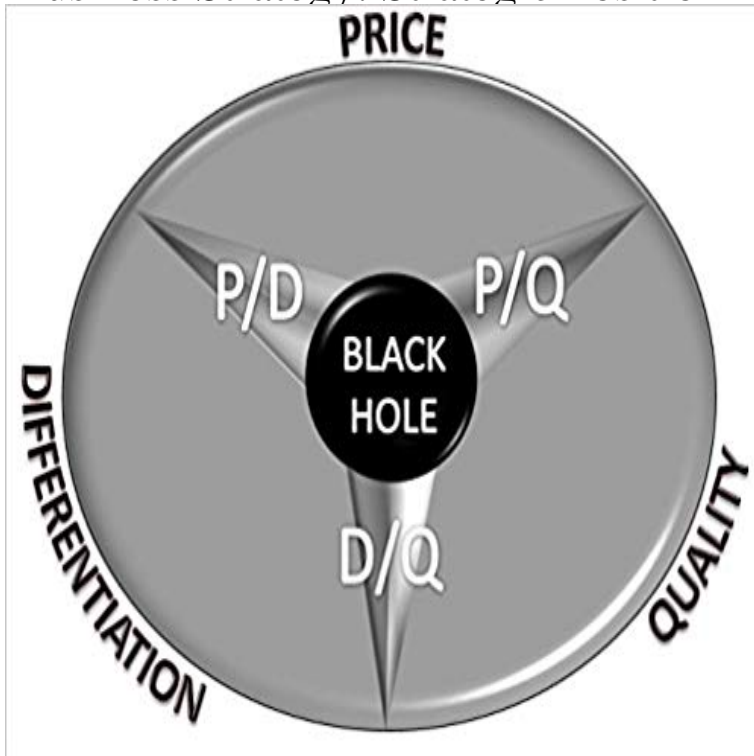


Business Strategy: Strategic Positioning with Strategimetric Profiles



The first part of this book is about a unique method of measuring the strategic position of any organisation with customers and competitors, comparing a strategic position to that of its competitors and customer needs, to ultimately select a unique strategic direction, leading to a winning position. The measuring of strategic position by using Strategimetric Profiling is a new innovation, bringing fact based discussion to be held about an organisations actual, current position. The second part illustrates how tactical planning and management processes can be aligned with a strategic direction to deliver a strategic position. Progress towards a desired position can be measured and managed through repeated use of Strategimetric Profiling techniques. Real business examples are used to illustrate the concepts and techniques developed throughout this book. Contact: <https://sites.google.com/site/pdqstrategy/>

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