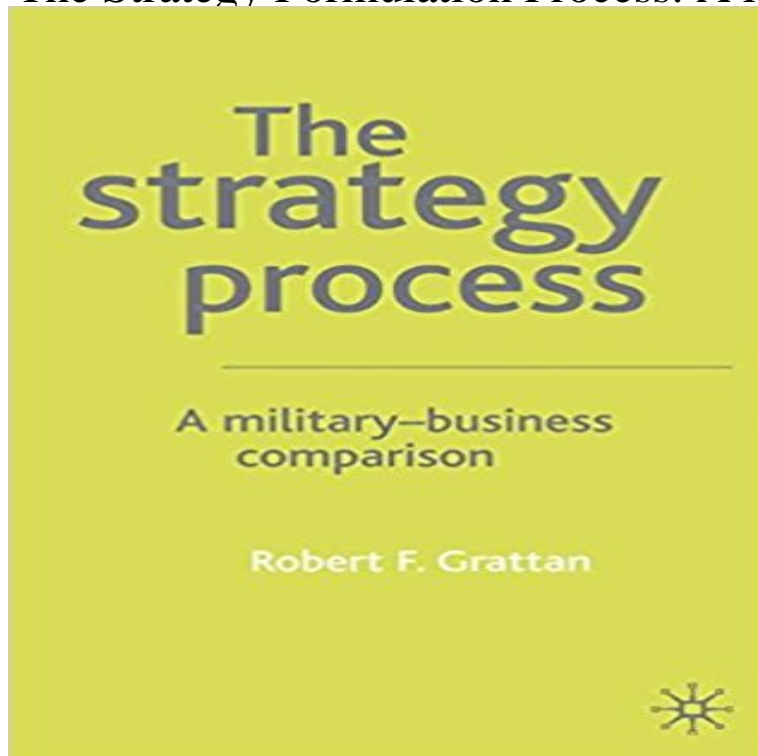


# The Strategy Formulation Process: A Military-Business Comparison



This book investigates strategy formulation by comparing military & Business practices. It assesses whether the strategy process in the business field also prevails in the military context. Based on interviews and case studies, the author uses a framework of influences including organisation, leadership, risk, theory and context to consider the areas of similarity and difference. While significant parallels can be found, greater importance is placed on the formulation of aims and goals, and the identification and training of leaders in the military. This provides valuable lessons for business strategists.

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