

Reader's Overview

Getting the Most Out of
*Business and Competitive
Analysis*



Get the Most out of *Business and Competitive Analysis*

The Book is Organized into 2 Parts

Part 1: Chapters 1-5

Business and Competitive Analysis:

- Its Context and Process Elements

Part 2: Chapters 6-29

The Tools and Techniques

- 24 Unique Methods

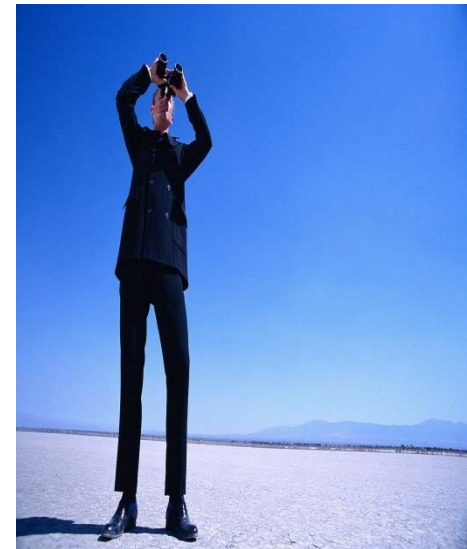




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Part 1: Context and Process

- Ch1. Definition, Context and Benefits
- Ch2. Performing the Analysis Process
- Ch3. Avoiding Analysis Pitfalls
- Ch4. Communicating Analysis Results
- Ch5. Applying the FAROUT Method

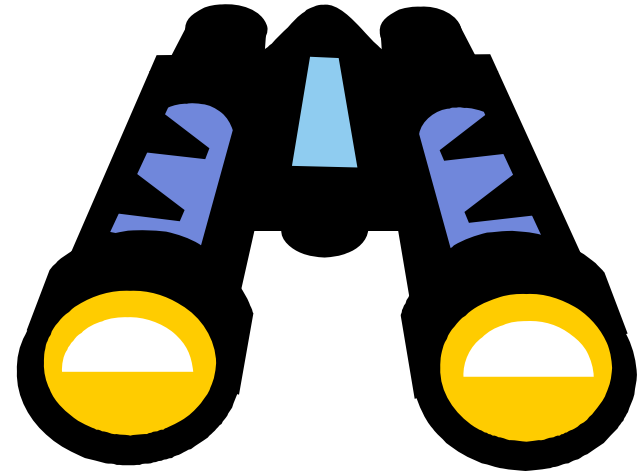




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Part 2: Tools and Techniques

- Section 1: Competitive
 - Chapters 6-10
- Section 2: Enterprise
 - Chapters 11-15
- Section 3: Environmental
 - Chapters 16-20
- Section 4: Evolutionary
 - Chapters 21-25
- Section 5: Financial, Statistics
 - Chapters 26-29





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Part Two: The Tools and Techniques

- Short Description
- Background
- Strategic Rationale
- Strengths & Advantages
- Weaknesses & Limitations
- Process for Applying the Technique
- FAROUT Summary
- Related Tools and Techniques
- References





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FAROUT

- Fully explained in Chapter 5
 - **F**uture Orientation
 - **A**ccuracy
 - **R**esource-efficiency
 - **O**bjectivity
 - **U**sefulness
 - **T**imeliness
- See Table 5.1 for the rating scale
- Every technique in Part 2 is FAROUT rated





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- The 24 techniques in Part 2 are all highly useful, but they are only a sample of the entire range of business and competitive analysis tools
- We have 24 additional techniques included in our prior book *Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition* (Prentice Hall, 2003, also an international edition, and in Chinese, Japanese, Korean, Russian and others)
- Techniques need to be matched to illuminate the decision being made
- Most decisions require the application of multiple techniques
- Experienced analysts learn when, how and in what sequence to properly employ the analysis techniques



Get the Most out of *Business and Competitive Analysis*

- Analysis is part art, craft and science
- This book provides demonstrated and effective applications of twenty four techniques (the science)
- There are “other” ways to employ these techniques – but the ones presented here have been shown to work in practice
- Learning to be an effective analyst requires practice – more practice makes for more effective analysts
- Analysts also frequently need to employ creativity

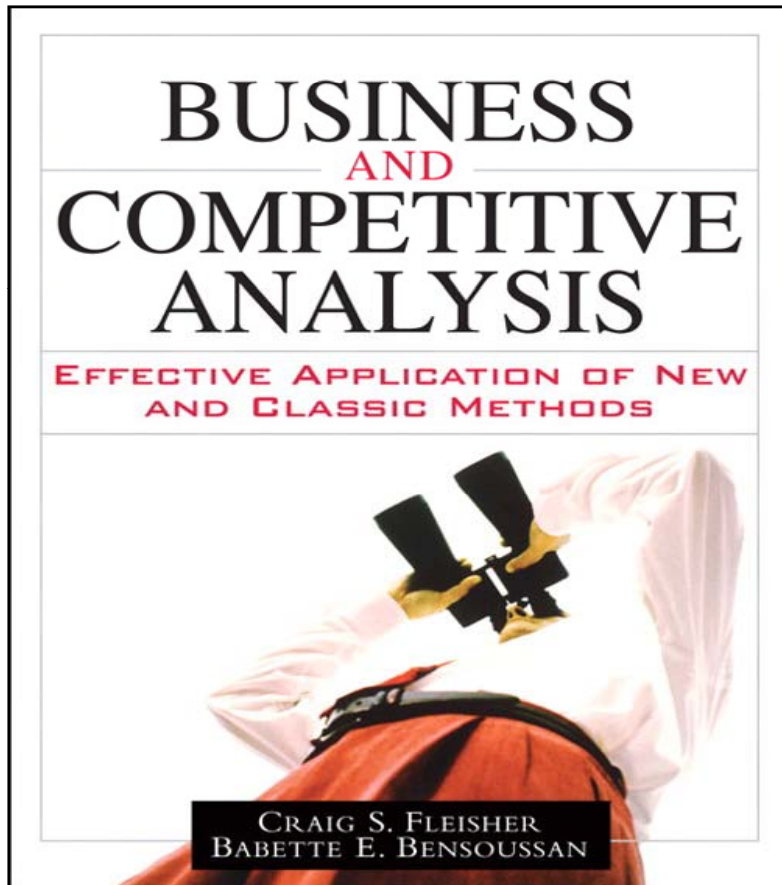


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- See the FT Press website for the book:
www.ftpress.com

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For More About **Business & Competitive Analysis**, and 24 Useful Analysis Methods, see:

Fleisher, Craig S. and Babette E. Bensoussan

Business and Competitive Analysis: Effective Application of New and Classic Methods

FT Press
FINANCIAL TIMES

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