

7.1: Biblical Insight



Applying the Bible to Business

In this chapter, we will explore the subject of "strategic analysis" by understanding the current comparative environment. Senior leaders have the responsibility of guiding their company into a strong and successful financial future. One of the major ways this is accomplished is through strategic planning. Proverbs 24:6 states, "Strategic planning is the key to warfare; to win, you need a lot of good counsel" (MSG). In other words, to win in business you need strategic planning based on knowledge and insight from others.

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