

CHAPTER OVERVIEW

5: Strategy Formulation

The process of strategy formulation is the process of solving problems. The goal is to arrive at the best strategy, which is one that is (a) supported by the facts of the problem situation, (b) practical, and (c) aligned with the mission of the organization and the vision of its leaders.

5.1: Facts

5.1.1: Financial Statements

5.1.2: Porter's Five Forces

5.2: Practicality

5.3: Mission

5.3.1: Mission/Vision

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