

4.13: Introduction to Common Frameworks for Situational Analysis

What you'll learn to do: describe common frameworks used for situational analysis

Generally, the more data you have on a topic, the better informed a decision on that topic will be. Identifying the most important components focuses the research effort. Organizing information so that it can be used to make valid comparisons is one of the roles of management. Finally, analyzing your resource assets will guide you in creating a sustainable competitive advantage.

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