An Integrated Model for Strategy Selection

By Fayssal Ayad

LAP Lambert Academic Publishing Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x7 mm. This item is printed on demand - Print on Demand Neuware - This book proposes a new decision making tool that can be used for strategy selection. The new developed model is named 3S model which integrates several strategic models to support a scenario based strategy selection and to study three basic scenarios namely Growth, Stability, and Decline. To define the basic framework supporting the 3S model, the theory behind strategy selection was grounded to extract epistemological subset of ideas that led to the definition of three new suggested strategies: Leopard, Hyena, and Camel strategies. Each strategy was considered as a best fit for one of the three outlined scenarios. In a further step, the 3S model algorithms were highlighted following a quantitative methodology gathering the best elements of strategic models, information theory, quantum theory, real-option theory, utility theory, and statistical modeling. Applying the 3S model to select the best strategy for the iPhone which is a strategic business unit in the Apple Corporation, it was found that the best strategy suggested for the iPhone is the Leopard strategy focusing on innovation, strong dynamic capabilities with a...

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