Ebook chapters 1-6 are attached to assignment

Press CTRL + click the link to view source

**RESOURCES**

[What is Strategy?](https://www.youtube.com/watch?v=3Hd88eBgkw0)

[What is Strategy?](https://www.youtube.com/watch?v=TD7WSLeQtVw)

[Your Strategy Needs a Strategy](https://www.youtube.com/watch?v=YE_ETgaFVo8&feature=youtu.be)

[Good Strategy's Non-Negotiables](https://soundcloud.com/hbrideacast/292-good-strategys-non)

[What is Strategy?: The Three Levels of Strategy](https://www.mindtools.com/pages/article/what-is-strategy.htm)

[Mastering Strategy](http://search.proquest.com.ezproxy.umuc.edu/docview/1753248688?accountid=14580)

[What is Strategic Planning, Really?](https://www.youtube.com/watch?v=mLJ34L5UW4E)

[Overview of the Strategic Planning Process](https://www.youtube.com/watch?v=sU3FLxnDv_A)

[Strategic Management Process](http://www.managementstudyguide.com/strategic-management-process.htm)

[Creating a Strategy That Works](http://www.strategy-business.com/feature/Creating-a-Strategy-That-Works)

[Hard Ball: Five Killer Strategies for Trouncing the Competition.](http://hbr.org/2004/04/hardball-five-killer-strategies-for-trouncing-the-competition/ar/1) (HBR)

[SWOT Analysis  (Threats and Opportunities)](https://www.mindtools.com/pages/article/newTMC_05.htm)

[External Factor Evaluation (EFE) Matrix](http://www.maxi-pedia.com/EFE%2Bmatrix%2Bexternal)

[Competitive Profile Matrix](http://www.strategicmanagementinsight.com/tools/competitive-profile-matrix-cpm.html)

[Porter’s Five Force Model](http://www.maxi-pedia.com/Five%2BForces%2Bmodel%2Bby%2BMichael%2BPorter)

[Using Porter's Five Force Model](https://soundcloud.com/businessbankingcoach/using-porters-five-forces-model)

[PEST Analysis](https://www.mindtools.com/pages/article/newTMC_09.htm)

[Porter's (1980) Generic Strategies as Determinants of Strategic Group Membership and Organizational Performance](https://www.jstor.org/stable/pdf/256040.pdf)

[Extending The Competitive Profile Matrix Using Internal Factor Evaluation And External Factor Evaluation Matrix Concepts](https://www.cluteinstitute.com/ojs/index.php/JABR/article/viewFile/7245/7315)

[Is the resource-based view a useful perspective for strategic management research?](https://learn.umuc.edu/content/enforced/279535-M_001153-01-2178/Is%20the%20Resource-based%20)

[Selecting Among Alternative Grand Strategies](https://learn.umuc.edu/content/enforced/279535-M_001153-01-2178/Selecting%20among%20alternative%20grand%20strategies.pdf?_&d2lSessionVal=DwI199AlDKkZcUxD6TglCC1Ub)

[Concentrated Growth Strategies](https://learn.umuc.edu/content/enforced/279535-M_001153-01-2178/Concentrated%20growth%20strategies.pdf?_&d2lSessionVal=DwI199AlDKkZcUxD6TglCC1Ub)

Industry Analysis (Qualitative and Quantitative Analysis)

[SWOT Analysis From a Resource-Based View](https://learn.umuc.edu/content/enforced/279535-M_001153-01-2178/SWOT%20analysis%20from%20a%20resource-based%20view.pdf?_&d2lSessionVal=DwI199AlDKkZcUxD6TglCC1Ub)

[Extending The Competitive Profile Matrix Using Internal Factor Evaluation And External Factor Evaluation Matrix Concepts](https://learn.umuc.edu/content/enforced/180848-001153-01-2168-US2-4165/Extending%20The%20Competitive%20Profile%20Matrix%20Using%20Internal%20Factor%20Evaluation%20And%20External%20Factor%20Evaluation%20Matrix%20Concepts1.pdf?_&d2lSessionVal=X7jUkN9KUkUx2n5TZAAndyBPx&ou=180848)

[Firm Resources and Sustained Competitive Advantage](https://learn.umuc.edu/content/enforced/180848-001153-01-2168-US2-4165/J%20Barney_Firm%20resources%20and%20sustained%20competitive%20advantage.pdf?_&d2lSessionVal=uOVC5ogbMFjzICnFgef1dHQhB&ou=180848)

**Qualitative:**

* [SWOT Analysis  (Strengths and Weaknesses)](https://www.mindtools.com/pages/article/newTMC_05.htm)
* [SWOT Analysis: How to perform one for your organization](https://www.youtube.com/watch?v=GNXYI10Po6A)
* [IFE (Internal Factor Evaluation)](http://www.maxi-pedia.com/IFE%2BEFE%2Bmatrix%2Binternal%2Bfactor%2Bevaluation)
* [VRIO Analysis](http://www.strategicmanagementinsight.com/tools/vrio.html)
* [VRIO Analysis](http://chris264.wordpress.com/2012/09/23/vriovaluerarityimitabilityorganization/)
* [TOWS](http://www.volunteerhub.com/blog/the-tows-matrix-putting-a-swot-analysis-into-action/)
* [Grand Strategy Matrix](https://www.youtube.com/watch?v=fYWHaOjWnN8)
* [Competitive Profile Matrix (CPM)](http://www.strategicmanagementinsight.com/tools/competitive-profile-matrix-cpm.html)

**Quantitative:**

* [15 Financial Ratios Every Investor Should Use](http://www.investinganswers.com/education/ratio-analysis/15-financial-ratios-every-investor-should-use-3011)
* [The Seven Key Ratios Used in Key Ratio Analysis](http://ezinearticles.com/?The-Seven-Key-Ratios-Used-+++++++++in-Key-Ratio-Analysis&id=5873597)
* [Balanced Scorecard](https://www.youtube.com/watch?v=oNy8kupW8oI)
* [Blue Ocean Strategy and Red Ocean Traps](https://soundcloud.com/hbrideacast/455-blue-ocean-strategy-and)
* [Making Sense of Digital Disruption](https://soundcloud.com/hbrideacast/466-making-sense-of-digital)
* [Strategic-Formulation Analytical Framework](https://learn.umuc.edu/content/enforced/279535-M_001153-01-2178/Strategy-Formulation%20Analytical%20Framework.docx)
* [The Boston Consulting Group (BCG) Matrix](https://learn.umuc.edu/content/enforced/115108-M_001153-01-2158/Boston%20Consulting%20Group%20%28BCG%29%20Matrix.doc?_&d2lSessionVal=3vs0GVW35Iea7t7HqIT53oVFw&ou=115108)
* [BCG Matrix](http://www.strategicmanagementinsight.com/tools/bcg-matrix-growth-share.html)
* [Internal External (IE) Matrix](http://www.maxi-pedia.com/internal%2Bexternal%2BIE%2Bmatrix)
* [Quantitative Strategic Planning Matrix (QSPM)](http://www.mba-tutorials.com/strategy/230-quantitative-strategic-planning-matrix-qspm.html)
* [QSPM Slideshare](http://www.slideshare.net/swarupasahu/qspm-matrix/4)
* [The Quantitative Strategic Planning Matrix (QSPM) Applied to a Computer Store (download the full text PDF - you do not need to register)](https://www.researchgate.net/publication/237541485_THE_QUANTITATIVE_STRATEGIC_PLANNING_MATRIX_QSPM_APPLIED_TO_A_RETAIL_COMPUTER_STORE)
* [Porter's (1980) Generic Strategies as Determinants of Strategic Group Membership and Organizational Performance](http://www.jstor.org.ezproxy.umuc.edu/stable/256040)

[Boston Consulting Group (BCG) Matrix](http://www.professionalacademy.com/news/marketing-theories-boston-consulting-group-matrix)

[What is Corporate Strategy, Really?](http://iveybusinessjournal.com/publication/what-is-corporate-strategy-really/)

[Strategy, Marketing, and Technology are all Intertwined](http://chiefmartec.com/2014/01/strategy-marketing-technology-intertwined/)

[Exploring the Structural Effects of Internetworking](https://learn.umuc.edu/content/enforced/224203-001153-01-2175-OL1-6381/Exploring%20the%20Structural%20Effects%20of%20Internetworking.pdf?_&d2lSessionVal=u5OeaRlqALdTyZS1JYGrTLXqm)

[IBM Internetworking](http://www.cisco.com/c/en/us/support/docs/ibm-technologies/data-link-switching-dlsw-data-link-switching-plus-dlsw-/12305-18.html)

[How to Build Collaborative Advantage](http://sloanreview.mit.edu/article/how-to-build-collaborative-advantage/)

[Globalization in Uncertain Times: 10 Key Takeaways](http://www.ieseinsight.com/doc.aspx?id=1871&ar=6&idioma=2)

[What a Trump Presidency Will Mean for Globalization](http://knowledge.wharton.upenn.edu/article/globalization-and-a-trump-presidency/?utm_source=kw_newsletter&utm_medium=email&utm_campaign=2016-11-15)

[Getting Organizational Redesign Right](http://www.mckinsey.com/business-functions/organization/our-insights/getting-organizational-redesign-right)

[Hsieh, T. and Yik, S. (2005, February). Leadership as the starting point of strategy. McKinsey & Company](http://www.mckinsey.com/insights/leading_in_the_21st_century/leadership_as_the_starting_point_of_strategy)

[It's Not The CEO, It's The Leadership Strategy That Matters](http://www.forbes.com/sites/joshbersin/2012/07/30/its-not-the-ceo-its-the-leadership-strategy-that-matters/)

[Does Your Strategy Need a Strategy Part 1](http://knowledge.wharton.upenn.edu/article/does-your-strategy-need-a-strategy-part-i/)

[Does Your Strategy Need a Strategy Part 2](http://knowledge.wharton.upenn.edu/article/does-your-strategy-need-a-strategy-part-ii/)

[Strategy and Corporate Culture](https://www.youtube.com/watch?v=zC13IaTFtXg)

[Levels of Culture](http://www.valuebasedmanagement.net/methods_schein_three_levels_culture.html)