

Creating Business and Corporate Strategy

An Integrated Strategic System

Adyl Aliekperov



Routledge
Taylor & Francis Group

NEW YORK AND LONDON

Contents

<i>List of Figures</i>	vi
<i>List of Tables</i>	vii
<i>To the Readers</i>	viii
1 Introduction	1
2 What Is Strategy?	3
3 TASGRAM – The Integrated System of Strategy Creation	15
<i>Constituent 1: Thinking</i>	17
<i>Constituent 2: Analyzing</i>	21
<i>Constituent 3: Strategy</i>	50
<i>Constituent 4: Goals</i>	57
<i>Constituent 5: Risks</i>	63
<i>Constituent 6: Actions</i>	69
<i>Constituent 7: Monitoring</i>	76
<i>Strategic Table of Apple, Inc.</i>	86
4 Questions and Answers	94
5 Concluding Remarks	101
<i>References</i>	103
<i>Index</i>	118