



**Business Intelligence for Strategic
Management: ESSENTIALS OF STRATEGIC
MANAGEMENT THEORY (Strategic
Management series Book 1)**

?????, TOMOHISA FUJII

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To link a best analysis of the affairs of a business technique to the action of the management reform by collecting the useful information which fitted a purpose, being good and using it, to put the idea law of the business intelligence which can use the analysis of the affairs of a business technique to be excellent to the body is valid.

This manual is the introduction to understand tactically about the basic knowledge about the basic concept with the analysis of the affairs of a business technique which is necessary to practice a business intelligence and the mechanism of the business reform.

The skill of the basic knowledge of the systematical business management reform can be learned by this manual's picking up the business strategy technique that all over the world is excellent from the wide field with the historical background, too, being based and incorporating illustration into everywhere.

Here, let's introduce contents in each chapter.

" Chapter 1 " whether or not " to convert an idea law - what for the tactical analysis of the affairs of a business technique to be " explains the basics of the approach by the one and the idea law which the analysis of the affairs of a business technique aims at from the viewpoint of making a complicated phenomenon clear. It is possible to understand that the analysis of the affairs of a business technique which was lined with business theory by this is the solution of the business problem in the date and the tool which is useful for the business reform tactically.

" Chapter 2 the business process and the organization analytical method " clarifies the analytical method to reform a business process and an organization, and the purchase trend of the customer and the analytical method which is useful for the marketing reinforcement.

The business process reform and the basic approach by the client management are under the body.

Well in environment and competition analytical method " which ascertains the status and the rival of the position, it is a bench marking .

It introduces typical management techniques such as the balanced scorecard.

With this, the basics of the management strategy can be learned.

" Chapter 4 the quality, cost and manufacturing analytical method " introduces the analytical method which is indispensable for the innovating of manufacturing in addition to the technique which does the quality and the cost of the six sigma, the Taguchi way, VA/VE, ABC/ABM in the analysis and the management and the product development.

The common sense of the all-around business theory which this can call the woof feature of the business, too, can be understood.

" Chapter 5 the financial analysis technique " provides an analysis of the affairs of a business 5 corner viewpoint and the cash flow analysis of it and knowledge about the U.S. commercial enterprise reform law. With this, the skill which is indispensable for the financial analysis can be put to the body.

By above composition, it aims at providing the basic skill and the knowledge to become strong in the analysis of the affairs of a business technique.

Janually, 2014

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