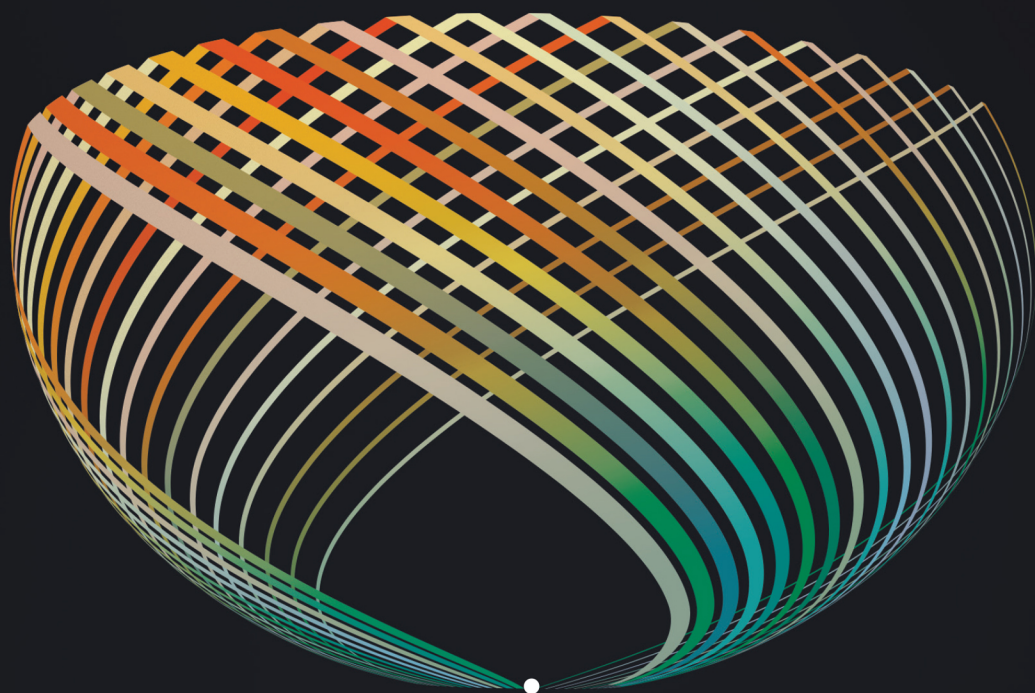


RETHINKING DECISION-MAKING STRATEGIES AND TOOLS

Emerging research and opportunities



MARIA PALAZZO
ALESSANDRA MICOZZI

Rethinking Decision-Making Strategies and Tools

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Rethinking Decision-Making Strategies and Tools: Emerging Research and Opportunities

BY

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INVESTOR IN PEOPLE

To Giulio Maria and Giuseppe Maria.
“All grown-ups were once children... but only few of them remember it”.
Antoine de Saint-Exupéry – The Little Prince.
Maria

To my Angel on Earth SARA
Thanks for coming to foster my awakening.
*To Andrea, thanks for your precious soul assists.**
Alessandra

*<https://www.annacapurso.com/soul-assist>

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Foreword

In recent years, there has been a growing interest in assisting managers and practitioners in finding effective decision-making strategies and tools. This interest stems from the increasing challenges that organisations face due to both external and internal factors. The significance of this matter is evident from the numerous articles and books dedicated to the topic, with notable contributions from authors Maria Palazzo and Alessandra Micozzi.

Their book, titled *Rethinking Decision-Making Strategies and Tools: Emerging Research and Opportunities*, sheds light on the concept of ‘decision-making process’ and ‘strategy’ in marketing and management. In these contexts, a strategy refers to a carefully planned and systematic course of action designed to achieve specific goals and objectives. Strategies are closely tied to the decision-making process, as they enable companies to allocate resources effectively and ensure that their efforts align with the organisation’s overall mission. In the rapidly changing business landscape, developing and implementing a well-defined strategy is essential for organisations to navigate complexities and remain adaptable.

Therefore, the book explores the importance of decision-making strategies and tools in both marketing and management domains. The book challenges traditional frameworks by highlighting their limitations and obsolescence. It proposes a fresh approach to decision-making strategies and tools through the introduction of a new matrix, the dynamic SWOT analysis with eight quadrants, known as the APPNIE model. This revised matrix is applied to various case studies to provide a comprehensive understanding.

This book provides a useful addition to the literature on decision-making strategies and tools which is needed at this time. It makes for interesting reading, and I am pleased to see the incorporation of case studies which will prove valuable to scholars in these and related domains.

Palazzo and Micozzi’s work will find welcome space either in electronic or book copy form to scholars around the world. I welcome this new text and look forward to seeing it published.

Prof Maria Antonella Ferri,
Full Professor of Management,
Universitas Mercatorum, Rome (Italy).

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A special mention goes to our kids and families. What we are today is because of you. We will always do our best if you will carry on believing in us.