

## **Chapter 1 Introduction and Overview**

**Chapter 1** what is strategy and why is it important?

### **Discussion questions**

1. why has strategy management become so important to today's corporation?
2. Why are strategy decisions different from other kinds of decisions?
3. how does strategy management typically evolve in a corporation?
4. when is the planning mode of strategic decisions making superior to the entrepreneurial and adaptive mode?

### **Strategic practice exercises**

1. Using the Internet. Find the mission statement of three different organizations, which can be business or not-for-profit. (Hint: check annual reports and 10-k forms .They can often be found via a link on a company's Web page。 Which mission statement is best? Why?
2. Go to [www.sinopec.com.cn](http://www.sinopec.com.cn) and check whether the company's business model is working. That is, is the company profitable? Is its revenue stream from selling technical support service growing or declining as a percentage of total revenues? Does your review of the company's recent financial performance suggest that its business model and strategy are changing? Explain.