

THE STRATEGY PARADOX by Michael Raynor

Appendix C, Real option valuation

Appendix B, Scenarios at alliant energy

Appendix A, How diversification can create value

CH.11 Reinventing strategy

CH.10 Preparing for the unpredictable

CH.9 What if...?

CH.8 Strategic Flexibility

CH.7 Making choices versus creating options

CH.6 It's about time

CH.1 What Strategy Paradox?

CH.2 The Best-Laid Plans

CH.3 Who dares wins...or loses

CH.4 The limits of adaptability

CH.5 The limits of forecasting

first part of the book

second part of the book