

Guide To The Open Access Material

The additional material on this website is intended to reinforce your learning and consists of three documents.

One, referred to as 'Case Study 1 – Bite Music', uses ACTIFELD to analyse a business problem. (Additional cases on a variety of business and other topics are on the password-protected instructor's area of the website).

The second, 'The Mission-orientated Analysis Technique', is an additional 'chapter' of the book. It explains the full MOA method to supplement the simplified MOA described in Chapter 13.

The last document, 'The Analytic Hierarchy Process', describes a mathematical technique to supplement the wish-list methods covered in Chapter 13. Because the technique uses some mathematics and calculation it did not fit with the ethos of the book in general, which is geared to 'soft' methods. Nonetheless, the technique is a useful adjunct to the soft methods. You do not need to understand the underlying mathematics as the calculations it leads to are explained using simple examples.