



# Key Management Models: The 60+ Models Every Manager Needs to Know

*Marcel van Assen , Gerben van den Berg , Paul Pietersma*

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With over 33,500 copies sold of the previous edition, the winning formula of this incredibly successful book will remain the same. From SWOT analysis and core competencies to risk reward analysis and the innovation circle, "Key Management Models" explains each model in a clear, structured and practical way.

There is a brief overview of each of the 61 essential models that spans no more than

3-4 pages. For each model you will find:

- The model in a nutshell ('the big idea')
- Its applicability ('when to use it')
- The practicalities of applying it ('how to use it')
- A critical appraisal ('the final analysis')

The PERFECT reference book, no matter what business you're in.

## Key Management Models: The 60+ Models Every Manager Needs to Know Details

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## From Reader Review Key Management Models: The 60+ Models Every Manager Needs to Know for online ebook

**InvestingByTheBooks.com** says

If you're a fundamental long term equity investor or an analyst, a part of your job is probably to discuss the future prospects of companies with the purpose of figuring out if the future looks different than what the equity market is pricing. Most often this then means discussing strategy and process with corporate management. As most portfolio managers are desperately short of time and follow more companies than they dare to admit, the preparation ahead of meetings with corporate management unfortunately often consists of reading a few broker reports and – shamefully – asking a sell-side analyst to send over the questions he would ask. The problem with this is that the questions at times will not be probing enough, they will be too short term and they will not mirror the strategic topics really discussed in the board room.

One way to get closer to the important long term questions is to borrow the models of a profession that is at times actually allowed to attend those board meetings – management consultants. Strategy models offers an excellent chance to discuss the future corporate development in a structured way and as management will feel at home they will enjoy the discussion and perhaps be slightly more open than otherwise. As is said in the foreword to this book: “Management models are not only tools for professionals and managers but essentially they are a way of communicating. Management models bridge differences in abstraction and bring comprehensiveness.” So where do you find the models for your meetings? This book certainly offers one source.

Three consultants from the Dutch management consultancy firm Berenschot has picked out the “60+ models every manager needs to know”. The models are grouped under three fairly loose headlines called Strategic Models covering topics like setting targets, strategic positioning etc., Tactical Models dealing with organization and processes and Operational Models covering execution, implementation and similar issues. The framing is not very strict resulting in a book that basically lines up a bunch of summaries of management models in alphabetical order.

The reader gets to revisit several old favourites such as the BCG Matrix, Porter's 5 Forces, Kotler's 4 P's, Business Process Redesign and the SWOT, plus also to acquaint himself with models he has not used before. Each model is described on three to four pages. In most instances this is enough but at times the description is too brief and the purposes of the models are left somewhat unclear. To some extent this ambiguity could also be due to the fact that English is not the native tongue of the authors. Further, not all models are neatly captured in a nice graph but many are rather more like loose frameworks.

Each model is described under four headlines called The Big Picture, When To Use It, How To Use It and Final Analysis where the later also contains possible criticism regarding the model. I might be wrong, but my impression is that the authors favour the more down to earth models dealing with for example procurement, production or supply chain management rather than the higher level topics of strategic positioning, business unit portfolio management through M&A etc. One big plus in the book is the generous amount of references provided, giving the reader ample opportunities to explore topics further.

There is plenty of material to use in this book even though I would argue that a similar book, Key Strategy Tools by Vaughn Evans fills the role even better. As an investor you sometimes have to tweak the models slightly – or expand them – to take account of how conditions will change between say today and three years forward and if possible, quantify the effect on the profitability of that change. Using your experience and a bit of imagination might just do the trick.

### Anh says

A very helpful collection and explanation of strategic, tactical and operational management models used in business. However, it's quite tedious reading all the theories from start to end. Better if case studies are included in each model.

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### Stephen says

READ 10/2011

Excellent resource for any organizational development professional. Each model is briefly described and classified into one of six types: (a) strategy and organization, (b) finance and governance, (c) marketing and sales, (d) operations, supply chain, and procurement, (e) innovation and technology management, and (f) HRM, leadership and change.

These models are further organized into three broad groupings, including, strategic, tactical, and operational.

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### Casey says

A concise summary of key management models, making it easy to skim for what you need and find references to dive deeper into the models most relevant for your work.

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### Alexander Koro says

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### Nigel Street says

It is what it says and does it pretty effectively. Many of the old favourites and a few that less commonplace. My biggest criticism is that the authors make great stall of the use of practical examples to illustrate the different models, in eality these are few and far between and if they were there would add significantly to the content. As it is, the book serves as a good compendium and source of reference but to do anything meaningful with any of the models further reading is required.

## Julia says

Useful book to help with my MBA project work.

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