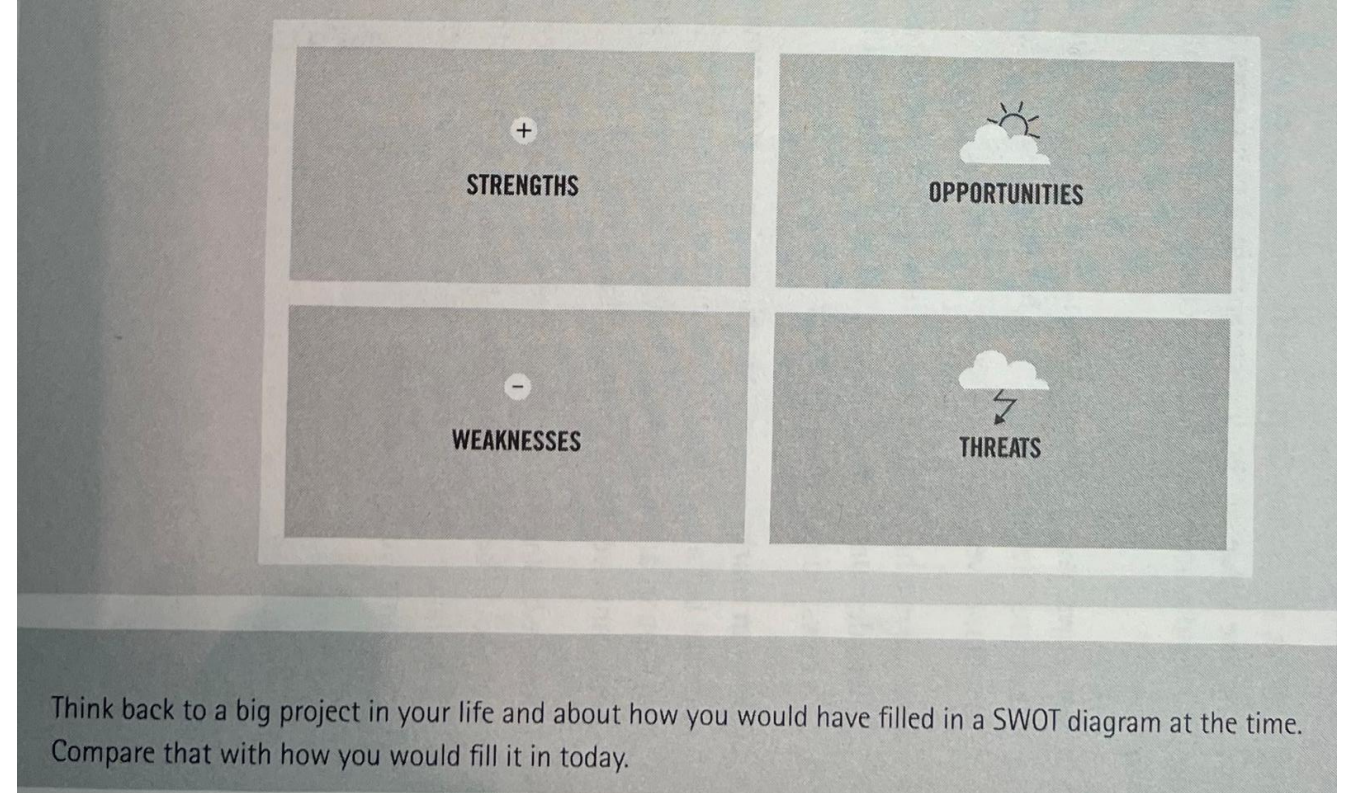
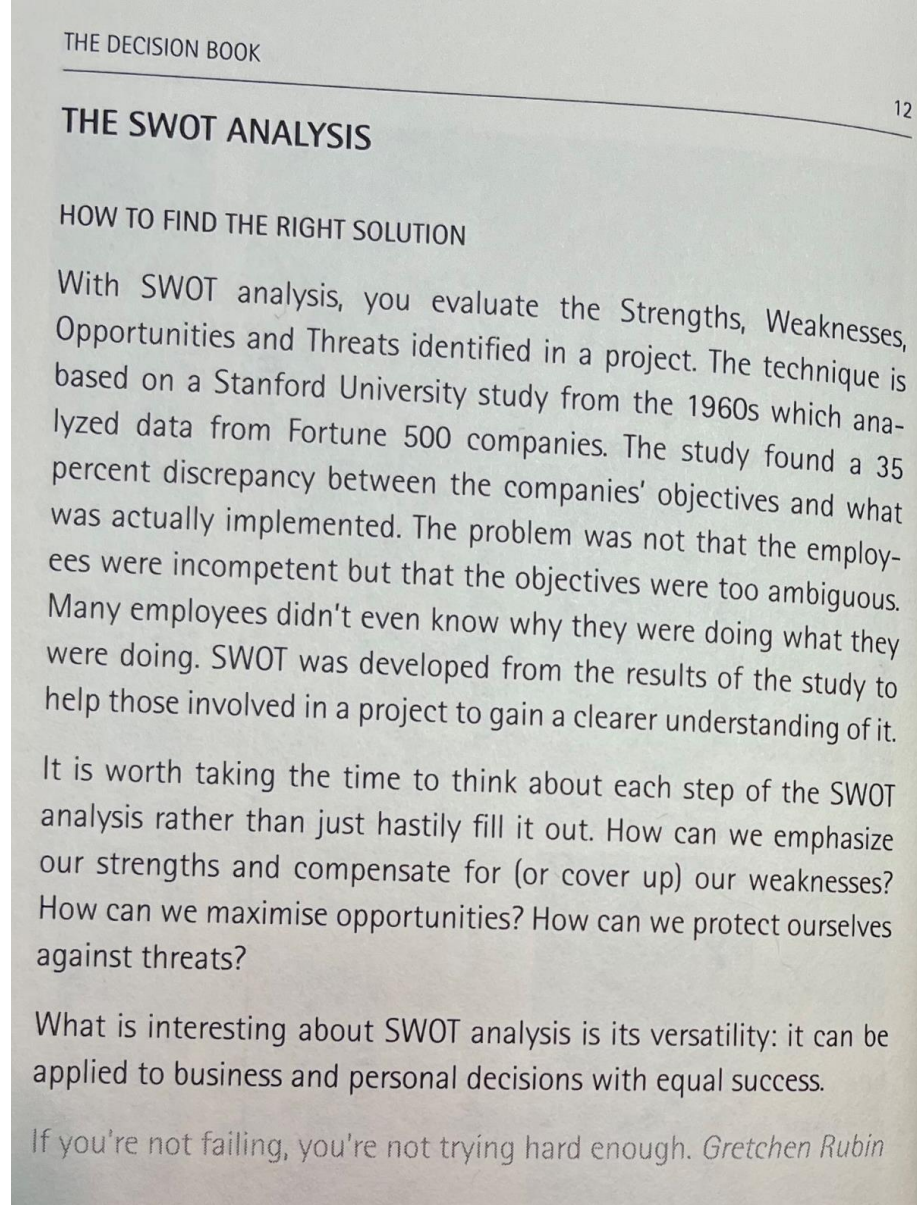


Model.2: SWOT analysis <[bh.github](#)><[website](#)><[how.to.doc](#)><[wikipedia](#)>

- Note: these models are for class quick reference use only.
- All students in IT.304 purchased and own "the decision book."



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- A) Retrieved from: Krogerus, M., Tschappeler, R., and Pienning, J. (2018). **The decision book: fifty models for strategic thinking**. ISBN-10: 0393652378, ISBN-13, 978-0393652376.
- [Amazon.com: The Decision Book: Fifty Models for Strategic Thinking: 9780393652376: Krogerus, Mikael, Tschäppeler, Roman, Piening, Jenny: Books](#)