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## Portfolio Simulation: A Tool to Support Strategic Management (Classic Reprint) (Paperback)

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By Peter P Merten

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Portfolio Simulation: A Tool to Support Strategic Management The allocation of investment funds in multibusiness firms is considered in this article as a complex strategic decision making process. We show that a quantitative portfolio simulation model can be used effectively to support this strategic decision making process. The portfolio simulation model, which is formulated with a combined system dynamics and spiral loop approach, further allows us to show severe limitations of qualitative portfolio approaches, like the one of the Boston Consulting Group. The simulation experiments demonstrate that it can be extremely dangerous for diversified companies to follow the investment suggestions typically drawn from the Boston Consulting Group portfolio matrix, if competitors choose a course of action that is contradictory to normative situations. The simulation runs additionally show, that a more flexible positioning strategy can yield much better results than the fixed positioning strategy typically used by the Boston Consulting Group. The allocation of investment funds in multibusiness firms is considered in this article as a complex strategic decision making process which is located at the...



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