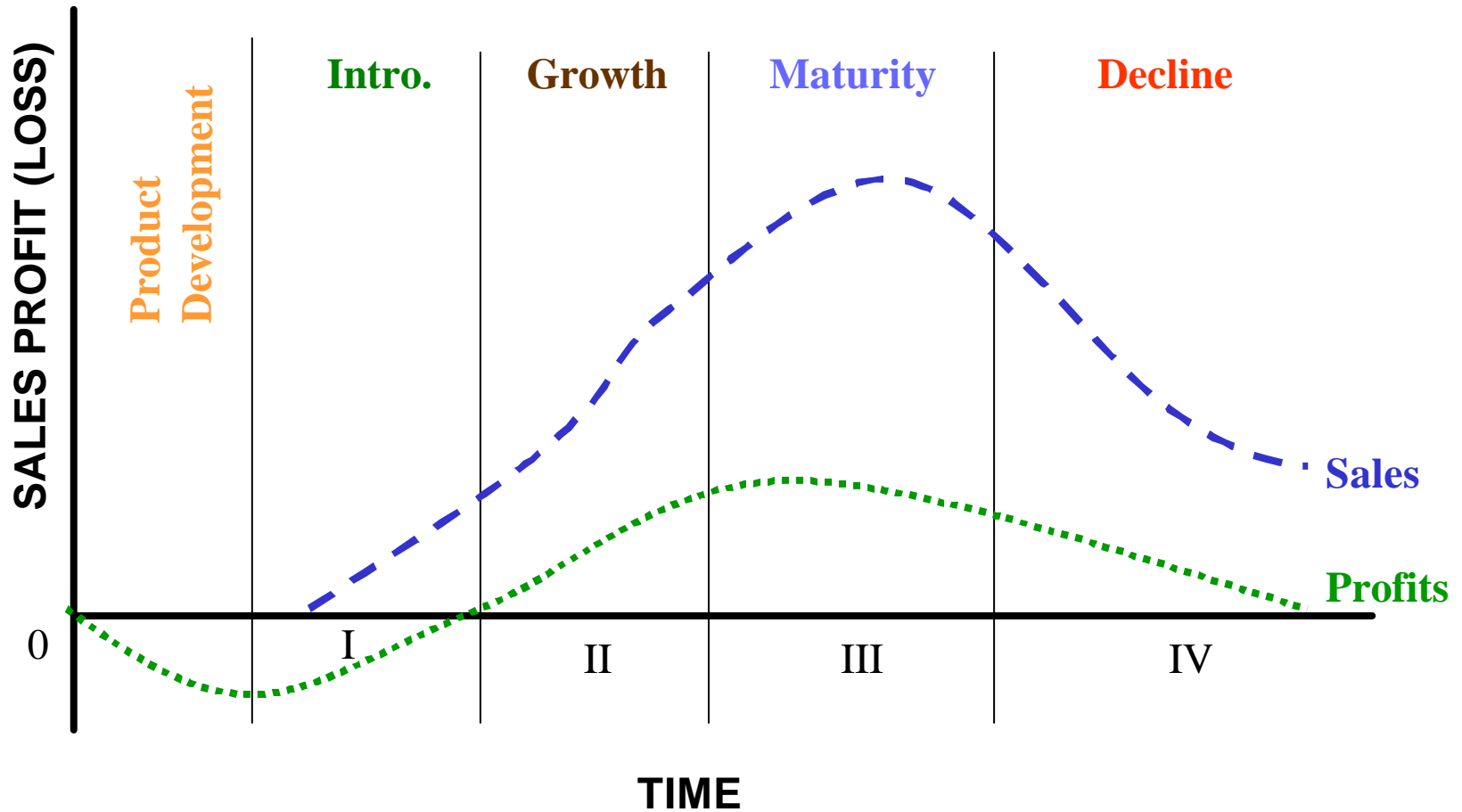


The Business/Product Life Cycle



The BCG Growth-Share Matrix

High

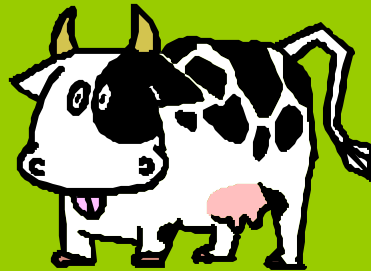
Stars



Question
Marks



Cash Cows



Dogs



Low

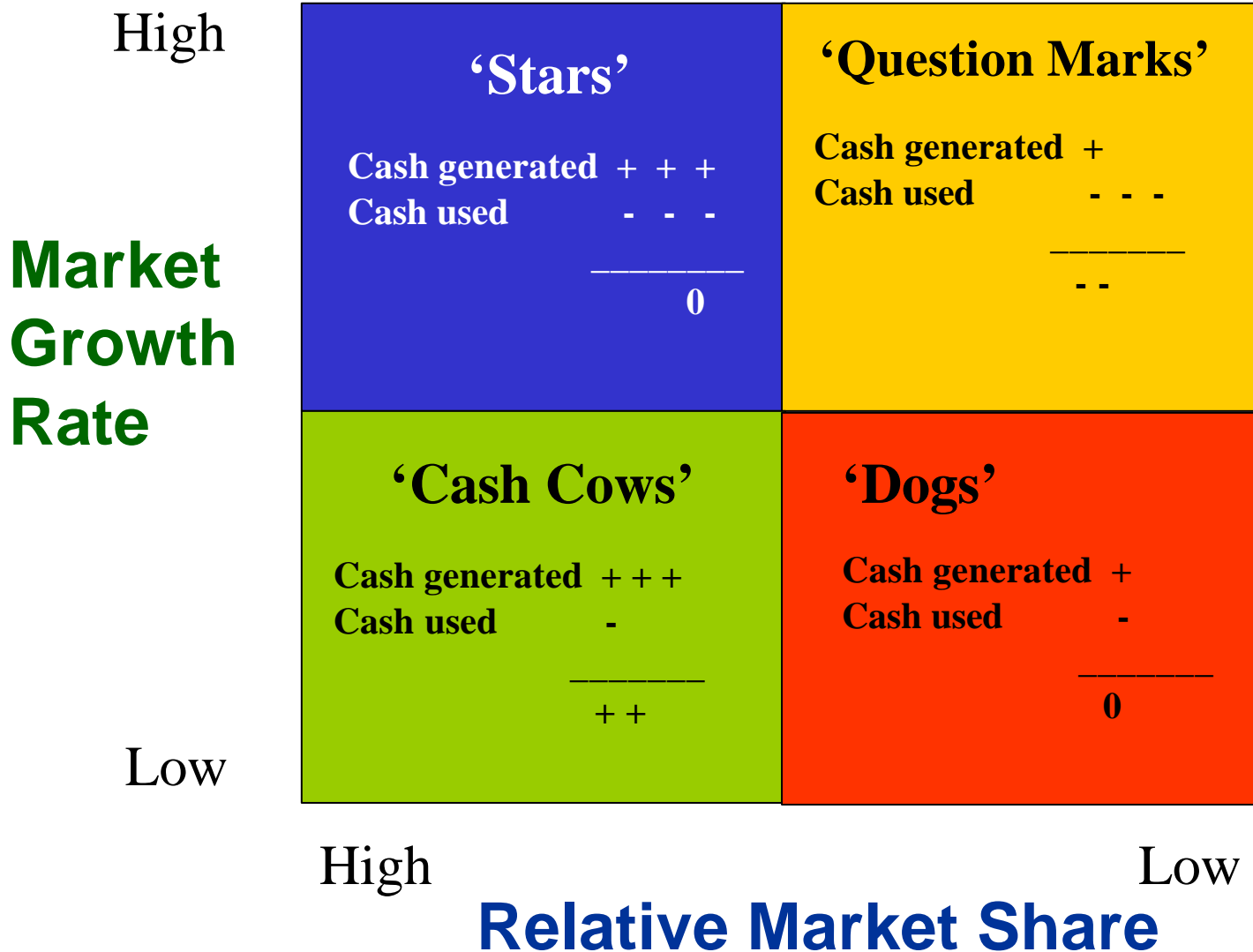
High

Low

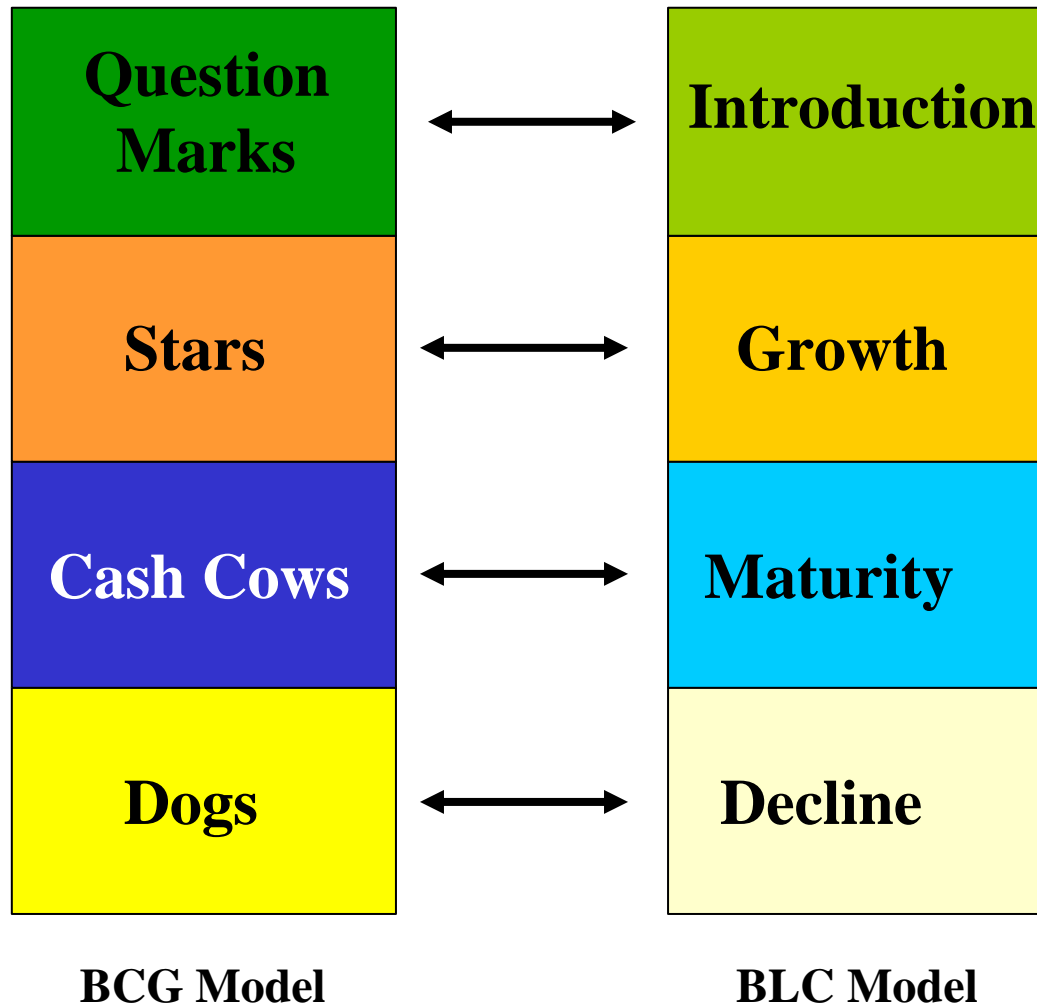
Relative Market Share

Market
Growth
Rate

The BCG Growth-Share Matrix (cont.)



Linking the Growth Share Matrix and the Business Life Cycle



The Corporate Tribes Model of Organizational Culture

Degree of Feedback

Fast

Slow

Degree of Risk
High

**Tough Guy/
Macho**

**Bet Your
Company**

Low

**Work Hard/
Play Hard**

Process

Tough Guy/ Macho	Bet Your Company
Work Hard/ Play Hard	Process

Linking the Business Life Cycle and the Corporate Tribes Model

<p>Growth Bet Your Company High Risk/Slow Feedback</p>	<p>Introduction Tough Guy/Macho High Risk/Fast Feedback</p>
<p>Maturity Work Hard/Play Hard Low Risk/Fast Feedback</p>	<p>Decline Process Low Risk/Slow Feedback</p>

The Contingency Model of Strategic Cultural Planning

