

Objective: Publish a new fiction book.

		Helpful ...to achieving the objective	Harmful ...to achieving the objective
Internal Origin ...within organization			
		- Well-known author	- Small marketing budget
		- Excellent story	- Small print run
		- Talented Marketing Team	- No ebook edition
		- Strong cover art	
External Origin ...outside organization			
		- Large fan base	- Many competitors
		- Well-known distributor	- Print book sales declining
		- Popular genre	- eBook sales increasing
		- Positive reviews	