

The Boston Box, also known as Growth-Share-Matrix

The Boston Box is a well-known tool for corporate portfolio management. It is striking for its simplicity. All information needed is easily obtainable and the conclusions are straightforward. However, it is exactly this simplicity that makes the Boston Box – or Growth-Share-Matrix – a false friend.

This article explains the theory, discusses strategies to be derived, and gives advice on practical application, problems and the models relevance today

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The complete post, which has been updated and extended, is now available in our new and responsive Design here:

<http://www.themanager.org/2015/05/the-boston-box-also-known-as-growth-share-matrix/>

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- The Boston Box described – The theory
 - Idea and historical context
 - The axes
 - Relative market share – The horizontal axis
 - Market growth – The vertical axis
 - Summary – Meaning of the axes
 - The Boxes
 - Stars (High market share, high market growth)
 - Question marks (Low market share, high market growth)
 - Cash cows (High market share, low market growth)
 - Dogs (Low market share, low growth market)
 - Strategic implications from the Boston Box
 - Norm strategies
 - Alternative strategies
- Practical application, problems and relevance of the Boston Box model today