

Applied Strategic Planning



[Applied Strategic Planning_ 下载链接1](#)

著者:Leonard Goodstein

出版者:McGraw-Hill Education

出版时间:1993-6-1

装帧:Hardcover

isbn:9780070240209

Written by three top consultants and trainers, "Applied Strategic Planning" shows managers and CEOs a clear, totally effective way to identify and implement strategic objectives. It surpasses other strategic planning models in many key areas, including its emphasis on organizational culture, the integration of business and functional plans, the performance audit, and gap analysis. Plus, values clarification is explicitly confronted in a systematic way early in the process. Goodstein, Nolan, and Pfeiffer take managers through all phases of the strategic planning process, including how to determine if an organization is ready for strategic planning, effectively communicate a corporate vision, recognize the role of culture in changing strategic direction, understand the various roles of a consultant, write effective mission statements and create contingency plans. Charts, diagrams, and checklists make the book especially helpful. Along with illuminating examples from the authors; extensive consulting experience, and even cartoons that convey important points, "Applied Strategic Planning" lets managers at the helm navigate expertly through today's unpredictable business climate.

作者介绍:

目录:

[Applied Strategic Planning 下载链接1](#)

标签

评论

[Applied Strategic Planning 下载链接1](#)

书评
