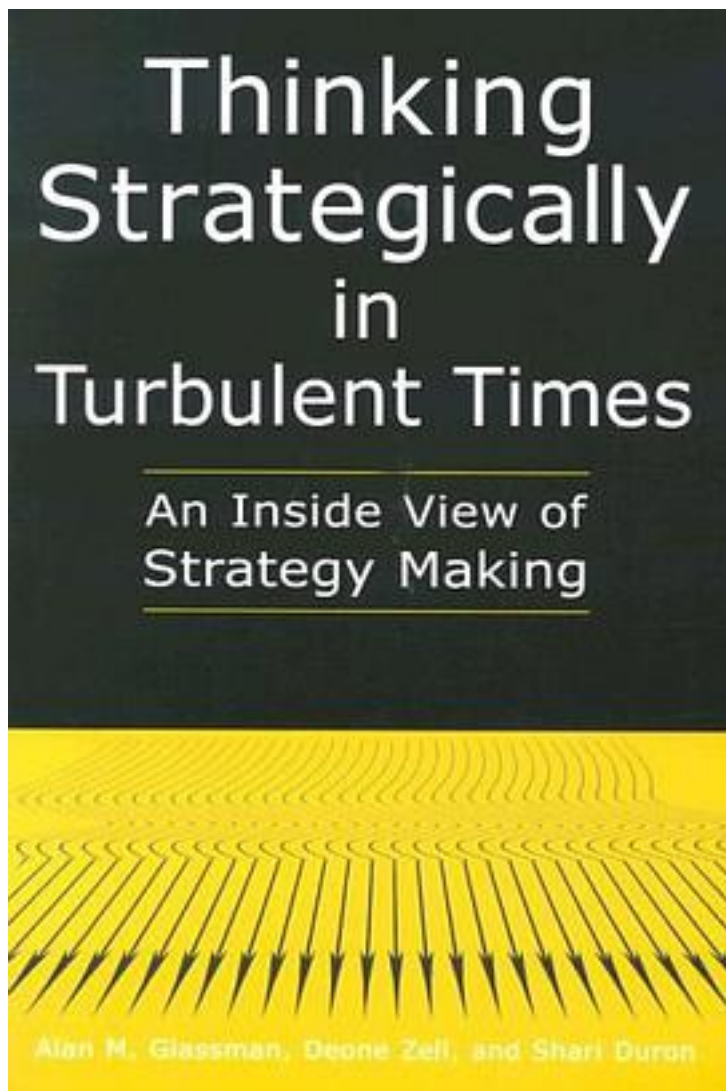


Thinking Strategically in Turbulent Times



[Thinking Strategically in Turbulent Times_ 下载链接1](#)

著者:Glassman, Alan M./ Zell, Deone/ Duron, Shari

出版者:M E Sharpe Inc

出版时间:2005-6

装帧:Pap

isbn:9780765612526

An emergent approach to organizational strategy making assumes that few organizations actually realize the goal of deliberative, top-down strategic planning, and that effective strategy making occurs on a continual basis and is a shared activity of the entire organization. This innovative book provides the first in-depth look at how real organizations are formulating and implementing strategic change under this new paradigm. The authors have dug deep into three large and varied organizations (Hewlett-Packard, the California State University system, and the County of Los Angeles) and identified each one's efforts to develop a new, better-suited strategic planning process to match the current pace of change and environmental unpredictability. The book is filled with vignettes, quotes, and real-world examples that illustrate the trend toward faster, more adaptive strategic planning processes. It is relevant for a wide range of business, governmental, and non-profit settings, and should be required reading in any course on strategic planning.

作者介绍:

目录:

[Thinking Strategically in Turbulent Times_ 下载链接1_](#)

标签

评论

[Thinking Strategically in Turbulent Times_ 下载链接1_](#)

书评

[Thinking Strategically in Turbulent Times_ 下载链接1_](#)