

Applied Strategic Planning



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Applied Strategic Planning: The Consultant's Toolkit is a powerful aid to consultants, facilitators and change agents engaged in implementing strategic planning with organizational- and executive-planning teams. This revised edition of the best-selling toolkit incorporates the most recent theory and research into strategic planning, as well as advances in the ASP model since the first edition was published. The kit includes all the materials required to guide the planning team toward an effective strategic plan, and follows the proven, nine-step ASP model.

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