



# Applied Strategic Planning: How to Develop a Plan That Really Works

*Leonard Goodstein, Timothy Nolan, J. Pfeiffer*

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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.

*Applied Strategic Planning* surpasses other strategic planning models in many key areas, including:

- Emphasis on organizational culture
- Integration of business and functional plans
- Performance audits
- Gap analysis
- Values clarification

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
- Create contingency plans

Containing charts, diagrams, and checklists 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.

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