

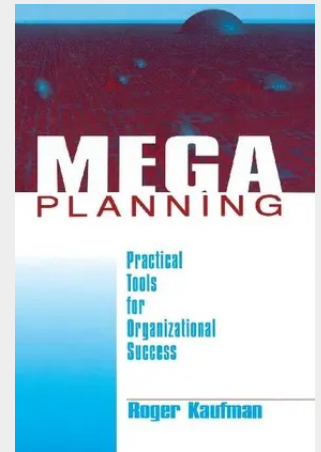
Kaufman

Mega Planning

Practical Tools for Organizational Success

While most planning books just focus on individual jobs, tasks, and personal competence, Mega Planning examines the new realities for organizational success and provides the reader with the planning tools necessary to achieve responsive and responsible change. This book is the first frame of reference or level of planning that takes a wide-angle view of organizational and societal opportunities, emphasizing the importance of defining and justifying where the individual or organization should be heading, and leading to the discovery of new opportunities and challenges. It is filled with exercises, reality-based cases, and other aids to help the reader develop solutions and plans that work. MBA students, Executive MBA students, as well as managers, executives, and organizational consultants will benefit from reading this book.

Mega Planning involves significant stakeholders in defining success and then identifies what each person and part of an organization must do to succeed. The author uses proven techniques, and covers the basic 'how-to's' of quality management, needs assessment, gap analysis, benchmarking, reengineering, and continuous improvement.



265,70 €

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