

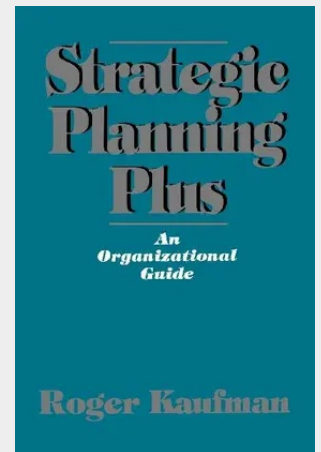
Strategic Planning Plus

An Organizational Guide

Describes in detail how to create a strategic plan to identify and meet the requirements of any organization. A solid survey of the techniques of the subject. --Long Range Planning "I've finally had an opportunity to read through (this) remarkable guide to strategic planning. (It has) indeed captured the critical elements of this important if messy process. All of this is, of course, applicable to universities, and some of it could even be done without causing riots and revolutions. Every one of us who does university administration should probably read your book, if only to recognize what we are not able to do for lack of good data and good analytical tools." --John V. Lombardi, President, University of Florida "Dr. Kaufman's approach to strategic planning is new, different, and innovative. the target audience of middle managers and executives should find the book an important informational source for achieving organizational and societal objectives. Furthermore, it will probably provide some interesting dialogue at strategic planning sessions." --Melvin T. Stith, Ph.D., Dean, College of Business, Florida State University "Just when the detrimental effects of trendy, short-term, process-oriented management practices are beginning to dramatically weaken altogether too many organizations, along comes Strategic Planning Plus. This book is a solid, reality-based management guide. It is filled with helpful advice and procedures that can improve your odds of doing the right things and doing them well. Reading it will give you a new perspective on the importance and value of planning for organizational success. Putting it to work in your organization can be a driving force in your long-term success." --Wess Roberts, Ph.D., Author, Leadership Secrets of Attila the Hun "A fresh approach to a timeworn subject. I believe planning is something all managers would like to do better." --Peter Economy, Director of Administration Horizons Technology, Inc., San Diego, California Current strategic planning and development is often too myopic, and much more must be considered before practical planning is accomplished. Filled with fresh, new ideas and proven methods, Strategic Planning Plus covers strategic planning at three levels--micro, macro, and mega--and describes, in detail, how to create a strategic plan to identify and meet the requirements of any organization. This book shows how to identify the direction an organization must take, gives a six-step process for identifying and solving organizational problems, and provides methods for evaluating progress and revising strategic plans. Strategic Planning Plus also contains handy checklists, flowcharts, procedures, and case studies.

Using fresh ideas with proven methods, Strategic Planning Plus promotes an ethical, holistic approach to the subject of strategic planning. Building on Peter Drucker's dictum that selecting the right job is more important than doing the job right, this book provides a practical guide to defining what should be accomplished, and defining solutions and interventions.

Kaufman presents: guidance on how to identify the direction an organization must take; a six-step process for identifying and solving organizational problems; ideas for determining how to achieve desired results; and methods for evaluating progress and revising strategic plans. In addition the book provides a variety of aids including flowcharts, checklists, guidelines, procedures and case studies.



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