



Crash Course in Strategic Planning

Stephen Matthews, Kimberly Matthews

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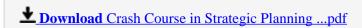
Crash Course in Strategic Planning

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For practitioners, this text provides an easy-to-understand approach to strategic planning and execution.

- Presents a step-by-step, process-oriented approach for practitioners
- Provides examples of measurements and evaluations of plans
- Includes illustrations for levels of planning, planning cycle, and examples of helpful charts



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