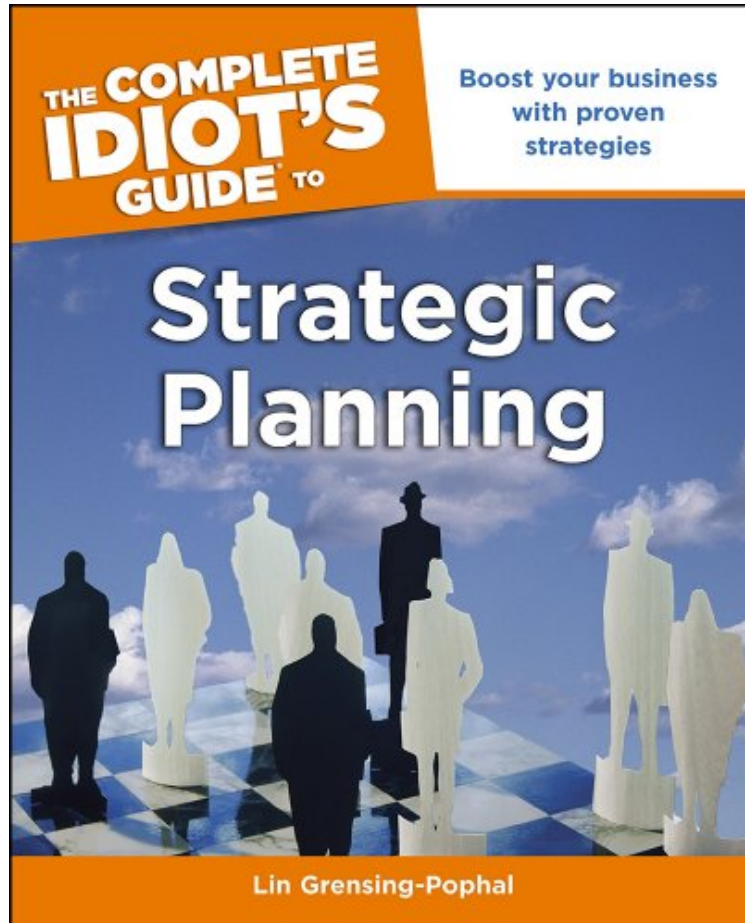


(Download pdf) The Complete Idiot's Guide to Strategic Planning (Idiot's Guides)

The Complete Idiot's Guide to Strategic Planning (Idiot's Guides)

Lin Gensing-Pophal

**Download PDF / ePub / DOC / audiobook / ebooks*



#1445186 in eBooks 2011-03-01 2011-03-01File Name: B00AR19LB6 | File size: 55.Mb

Lin Gensing-Pophal : The Complete Idiot's Guide to Strategic Planning (Idiot's Guides) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Strategic Planning (Idiot's Guides):

3 of 3 people found the following review helpful. Easy to UnderstandBy CustomerI brought this book when I was tasked with developing a strategic plan, a requirement for my new position. I found it be useful. A book that will defiantly come in handy more than once. I particularly found the sections on goals, objectives and visions and missions to be insightful. This book also contains examples of strategic plans to use a guide.0 of 0 people found the following review helpful. A Strategic Planning Process GuideBy Carol M.Despite the "Idiot's" designation, this book is a very down-to-earth guide to the do's and don'ts in the planning process. It's not condescending, which the "idiots" implies it might be. I recommend it for any neophyte and/or seasoned strategic planner. It's a reference book above all else.1 of 4 people found the following review helpful. What a load of horses***. The authors only redeeming ...By SaganhillWhat a load of horses*** The authors only redeeming claim is he is making money off this silly little book by selling it to people who lack any kind of insight in running a business.

Get ahead of the competition with some expert planning. As any business manager knows, success doesn't just happen. It takes hard work and planning to get the desired results. Strategic planning is the discipline that helps businesses build on their present success by analyzing all the factors that can impact the future and take measures to anticipate them. The Complete Idiot's Guide to Strategic Planning offers clear and concrete discussions about: Defining business goals in mission statements? Proven methods to gather the information necessary to formulate a strategy? Anticipating the competition? Executing a strategic plan

About the Author Lin Gensing-Pophal is a business consultant, instructor, and author with a background in strategic marketing, corporate communications, and employee relations. She is the founder and CEO of Strategic Communications, a media and business consulting company.