



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

Lin Gensing-Pophal

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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

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