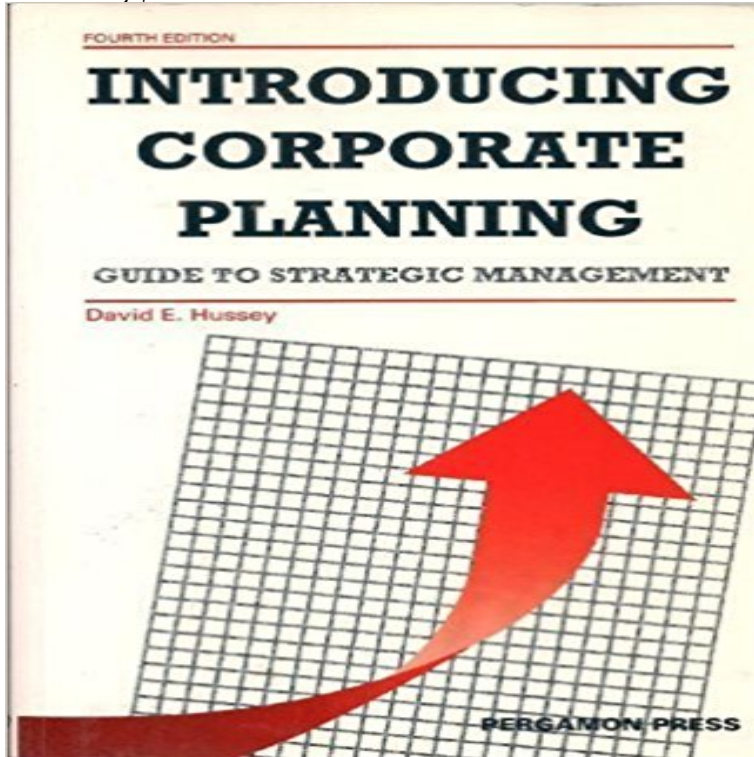


# Introducing Corporate Planning, Fourth Edition: Guide to Strategic Management



Corporate planning has gone through several development stages since the first edition of this book was published in 1969. This fourth edition views these changes as evolutionary rather than revolutionary. Most of the third edition required little adaptation, but a great deal of new material has been added. Additional material has been included on implementation, value based planning, competitor analysis, climate and culture, the relation of management development to strategy, innovation, globalisation and strategic alliances. Textual material on other topics has also been updated where relevant. This edition looks ahead to new trends in corporate planning, with an increasing emphasis on making strategy happen.

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