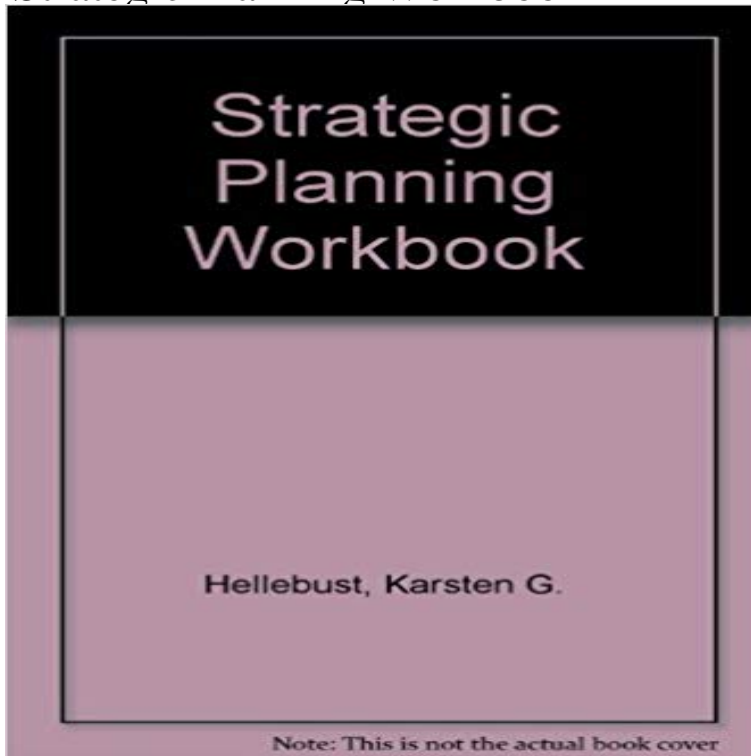


## Strategic Planning Workbook



By means of real examples of business challenges and their practical solutions, the authors demonstrate their strategy for successful management planning. They apply the principles, forms and charts in a large number of companies which still use them. The case method, introduced in the first chapter, allows the reader to closely identify with current business needs in their individual departments and companies. New and easily understood visual methods of presenting data are described and shown. Considerable emphasis is given to analysis of competition, and specific forms to prepare plans and budgets are presented. Completely filled-in planning and budgeting schedules are included to facilitate use in the readers particular place of business.

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