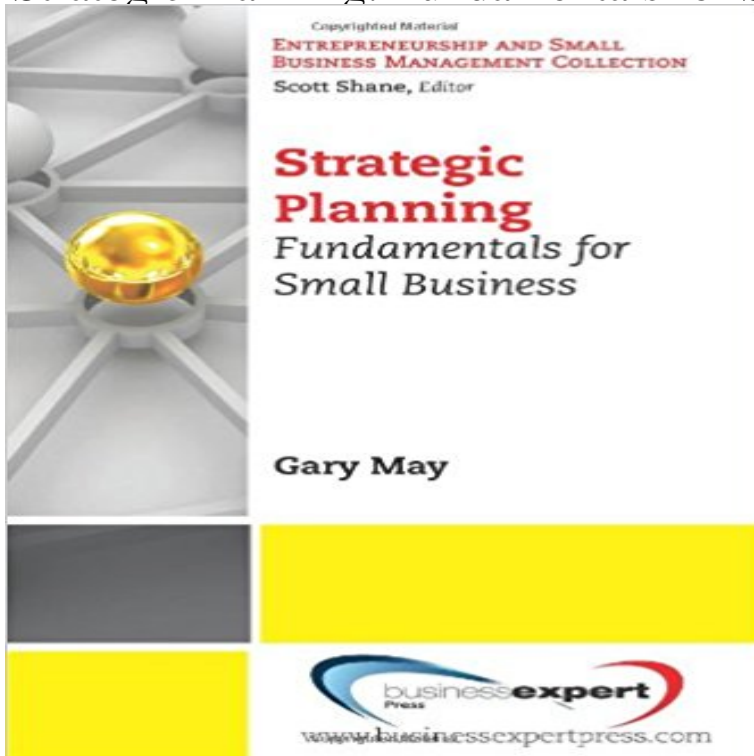


Strategic Planning: Fundamentals for Small Business



This book explains how small-business owners and managers can use strategic planning to gain a competitive edge, earn higher profits, and increase personal satisfaction. Here is the mantra for the small business person that is the theme of this book: Be focused, be different, and be better. May provides simple models and practical illustrations to guide the small-business planning team through the basics of the strategic-planning process. With strategic planning, you can control your destiny and guide your business toward profitable achievement of your vision.

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