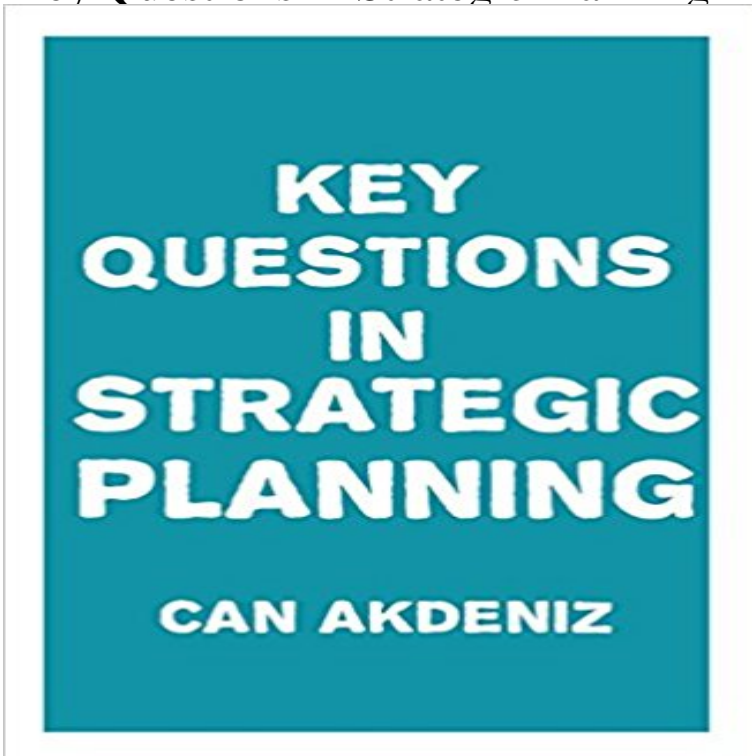


Key Questions in Strategic Planning



Strategic planning is a key business tool for any company that wants to stay in control of its own future. But what exactly is meant by the term “strategic planning”? Isn’t all planning strategic? That is just one of the many questions about strategic planning that this book seeks to answer. The text begins by offering a commonly accepted definition of strategic planning and goes on to devote a chapter each to six big questions you should be able to answer if you are trying to develop a good, working strategic plan. In the process of discussing how you might answer those questions, we’ll talk about a variety of established strategic planning tools as well as some assorted tips and advice. By the end, you should have a pretty darn good idea how to formulate a solid strategic plan.

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