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To Strategy Formulation
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Strategic Planning A Practical Guide To Strategy Formulation And Execution

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Strategic Planning: A Practical

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you how to: Develop a clear
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Chapter One: A Framework for
Strategy Development Building on
the Mission A clear framework is
essential to the development of a

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coherent, integrated plan.
Following a specific framework
will help focus discussions and
maximize efficiency.

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Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.

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management. It is executed by
strategic planners or strategists,
who involve many parties and
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