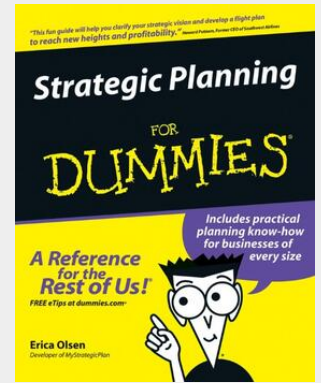


Olsen

Strategic Planning For Dummies

Define your company's mission, vision, and values Develop and execute your strategic plan for solid business growth Need help setting a vision for your business or planning for an uncertain future? Don't worry! Strategic Planning For Dummies shows you how to build and sustain a competitive edge, analyze markets and trends, and plan for future growth. With this friendly guide to business planning, you won't fly blind into your company's future. Discover how to * Establish a step-by-step planning process * Select a planning team * Prioritize future opportunities * Develop solid strategies * Execute your plan



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