

Strategic Planning Papers

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New Trends on Strategic Planning: Virtual Environment ...

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Quick Guide: How to Write a Strategic Plan | Smartsheet

Strategic Planning Process. The strategic planning process requires considerable thought and planning on the part of a company's upper-level management. Before settling on a plan of action and then determining how to strategically implement it, executives may consider many possible options.

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The time is right for bright, aggressive newspaper managers to influence and prosper, but bleak indeed for those newspapers whose managers lack the requisite knowledge. Using case studies and examples from the business, Fink shows why some newspapers change with the times and surge ahead and why some continue to publish to an eroding market base and fail. The difference between success and failure, he concludes, is in "long-range planning and in daily operating methodology—in, simply, the professionalism of management at all levels."

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