



# Crash Course in Strategic Planning

*Stephen Matthews, Kimberly Matthews*

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**Crash Course in Strategic Planning** Stephen Matthews, Kimberly Matthews

For practitioners, this text provides an easy-to-understand approach to strategic planning and execution.

- Presents a step-by-step, process-oriented approach for practitioners
- Provides examples of measurements and evaluations of plans
- Includes illustrations for levels of planning, planning cycle, and examples of helpful charts

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