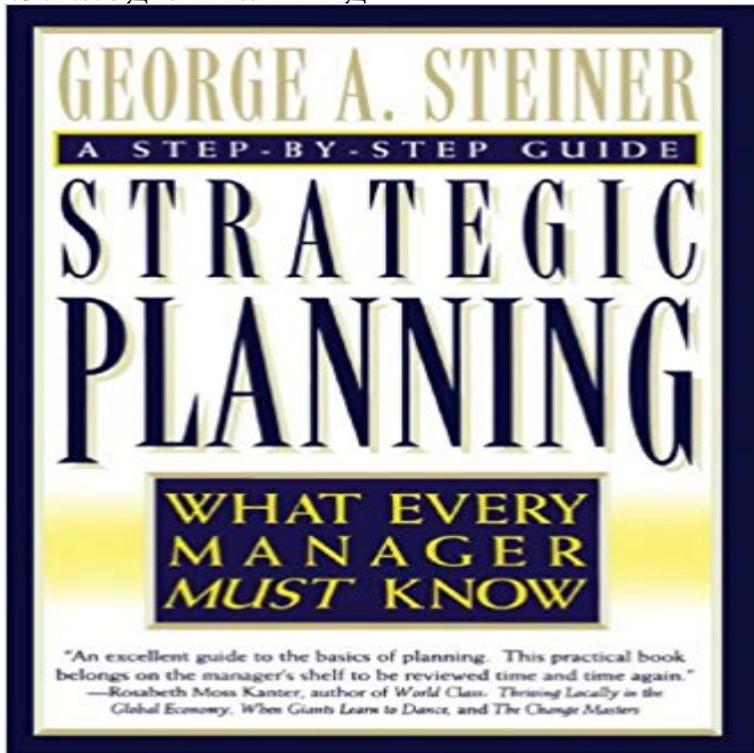


Strategic Planning



In today's complex business world, strategic planning is indispensable to achieving superior management. George A. Steiner's classic work, known as the bible of business planning, provides practical advice for organizing the planning system, acquiring and using information, and translating strategic plans into decisive action. An invaluable resource for top and middle-level executives, *Strategic Planning* continues to be the foremost guide to this vital area of business management.

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