

<<Strategic Planning f>>

图书基本信息

书名：<<Strategic Planning for Public and Nonprofit Organizations公共与非营利组织的策略规划>>

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内容概要

When it was first published more than sixteen years ago, John Bryson's *Strategic Planning for Public and Nonprofit Organizations* introduced a new and thoughtful strategic planning model. Since then it has become the standard reference in the field. In this completely revised third edition, Bryson updates his perennial bestseller to help today's leaders enhance organizational effectiveness. This new edition:

- Features the Strategy Change Cycle—a proven planning process used by a large number of organizations.
- Figures and Exhibits. Preface.
- Offers detailed guidance on implementing the planning process and includes specific tools and techniques to make the process work in any organization.
- Introduces new material on creating public value, stakeholder analysis, strategy mapping, balanced scorecards, collaboration, and more.
- Includes information about the organizational designs that will encourage strategic thought and action throughout the entire organization.
- Contains a wealth of updated examples and cases.

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书籍目录

Acknowledgments. The Author. PART ONE: UNDERSTANDING THE DYNAMICS OF STRATEGIC PLANNING. 1. Why Strategic Planning Is More Important Than Ever. 2. The Strategy Change Cycle: An Effective Strategic Planning Approach. PART TWO: KEY STEPS IN USING THE STRATEGY CHANGE CYCLE. 3. Initiating and Agreeing on a Strategic Planning Process. 4. Clarifying Organizational Mandates and Mission. 5. Assessin the Environment to Identify Strengths and Weaknesses, Opportunities and Challenges. 6. Identifying Strategic Issues Facing the Organization. 7. Formulating and Adopting Strategies and Plans to Manage the Issues. 8. Establishing an Effective Organizational Vision for the Future. 9. Implementing Strategies and Plans Successfully. 10. Reassessing and Revising Strategies and Plans. PART THREE: MANAGING THE PROCESS AND GETTING STARTED WITH STRATEGIC PLANNING. 11. Leadership Roles for Making Strategic Planning Work. 12. Getting Started with Strategic Planning. RESOURCES. A. Stakeholder Identification and Analysis Techniques. B. The OvalMapping Process: Identifying Strategic Issues and Formulating Effective Strategies. C. Strategic Planning in Collaborative Settings. References. Name Index. Subject Index.

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