



# Strategic Planning: A Practical Guide to Strategy Formulation and Execution

*B. Keith Simerson*

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When it comes to strategic planning, B. Keith Simerson knows from experience what works and what doesn't. *Strategic Planning: A Practical Guide to Strategy Formulation and Execution* weaves that knowledge into a roadmap for anyone charged with creating a strategic plan, evaluating a strategic planning process, or executing resulting strategies in an effective and efficient way. Not a one-size-fits-all solution, the book offers a menu of information and options based on a broad view of strategic planning and offers correspondingly broad applicability.

The guide focuses on two major aspects of the planning process: the multitude of factors contributing to an effective strategic planning framework and the multitude of drivers and enablers of successful execution. Armed with concrete information, readers will learn to create and execute a business strategy, a personal strategic action plan, or strategies for any kind of for-profit or nonprofit organization. Specific methodologies, tools, and techniques will guide readers to successful strategy formation—and execution.

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