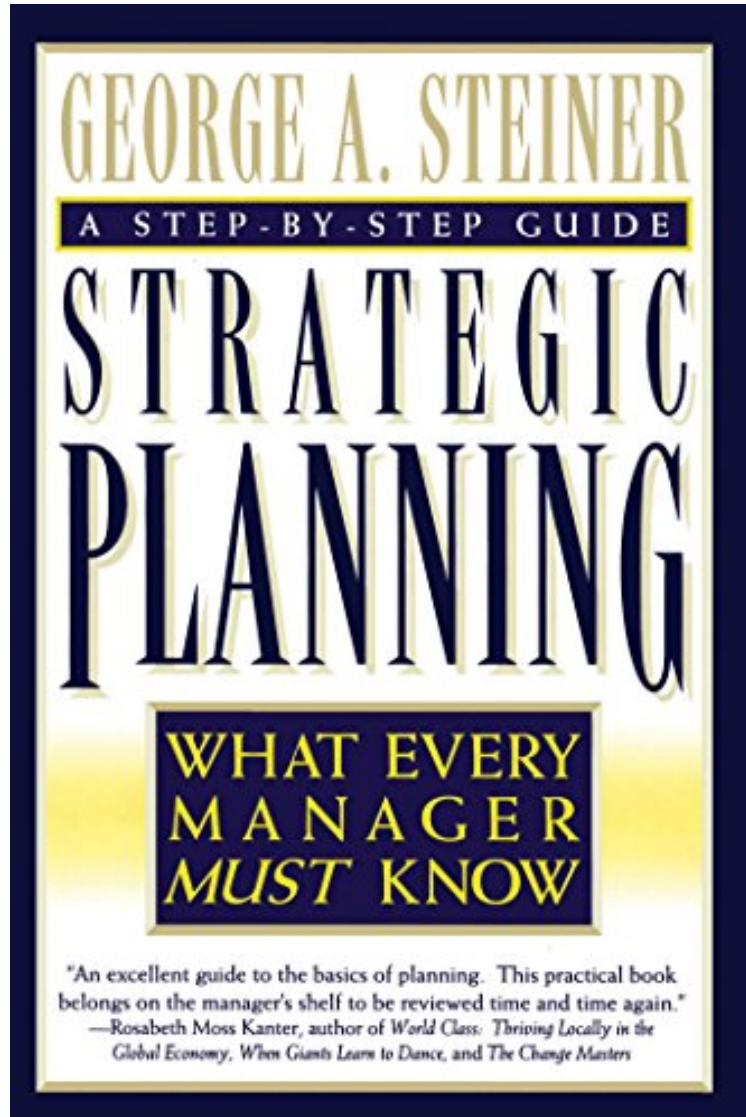


Strategic Planning: What Every Manager Must Know

George A. Steiner

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George A. Steiner : Strategic Planning: What Every Manager Must Know before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Planning: What Every Manager Must Know:

0 of 0 people found the following review helpful. Four StarsBy Humble correspondentHelpful ideas.4 of 4 people found the following review helpful. Basic Strategic PlanningBy Elijah ChingoshoGeorge A. Steiner produced a good basic book on Strategic Planning which describes in clear and simple language the ideas, facts, processes and concepts about strategic planning. Every manager needs to have some basic understanding of strategic planning and this book provides the essential ingredients to assist managers to formulate and/or refine their strategic plans.The authors could not cover all the critical aspects of this wide and complex subject. Among the essential areas missing are strategic

considerations for multinational firms in a global environment. This is a major omission in the current environment as readers would generally wish to be guided so that they can understand the complexity of the global environment, control problems of the global firm, competitive strategies for firms in foreign markets, global strategic planning, entry strategies for firms in global markets, factors that complicate environmental analysis at global level, among other things. Another critical omission is on how the power of the information, communication technology can be harnessed for the benefit of firms. Apart from these important omissions, arising largely because of the age of the book (written in the 1970s), the author did a commendable job particularly in his discussion of key considerations in doing planning. I recommend the book as an important introductory textbook for those new to the subject and as a reference textbook, although the reader would need to also acquire other books to get a more comprehensive picture of the subject. In particular, I would recommend Michael Porter's books "Competitive Advantage and The Competitive Advantage of Nations", Leonard Goodstein et al's book "Applied Strategic Planning", Clayton M Christensen's book "The Innovator's Solution", Mintzberg et al's book "The Strategy Process", Kenichi Ohmae's book "The Mind of the Strategist", among others. 15 of 16 people found the following review helpful. A Good Basic Review By Art Buxo For those without any Strategic Management background (or those who have been out of it for a while), this book provides a good foundation to build your knowledge upon. Although it lacks the substance on application to Government strategic planning (or at least as much as I wanted to read about), the information provided helps see and extrapolate potential applicability to non-for-profit organizations. In addition, the time when the book is written (1970's) does not allow the author to explore the latest computer applications on the area of planning and to comment and analyze the latest fast growing/short turnaround technology companies. In addition to reading this book, I recommend expanding your reading further with a more recent book that may address newer companies and government agencies.

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.

Michael J. Kami President, Corporate Planning, INC. A useful, practical tool. Strategic Planning deals with "how-to," not theory; it has an immediate application, it helps, not just educates. Journal of Business Education Sets forth functional information that every person in a management position ought to use as an aid to efficient growth and the accomplishment of responsible goals. Michael J. Kami President, Corporate Planning, INC. A useful, practical tool. Strategic Planning deals with "how-to," not theory; it has an immediate application, it helps, not just educates. Journal of Business Education Sets forth functional information that every person in a management position ought to use as an aid to efficient growth and the accomplishment of responsible goals. From the Back Cover 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.