

Manager's guide to business planning

Capezio, Peter J., 1947-, author

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Abstrak

Life-to-date, the remarkably successful Briefcase Books series has sold more than 650,000 copies and brought in more than \$4.2 million in revenue. Manager's Guide to Business Planning will build on the success of the series and show managers how to most effectively plan and implement effective business plans and strategies. The book will address how to create and implement effective business plans, how to measure success, the differences in long- and short-term planning, how to prioritise initiatives, and how to run business reviews. Included in these discussions will be an in-depth review of planning a budget. Lastly, Capezio will show how to engage employees by giving them a stake in the outcome.

Economics, finance, business and industry.

Business management.