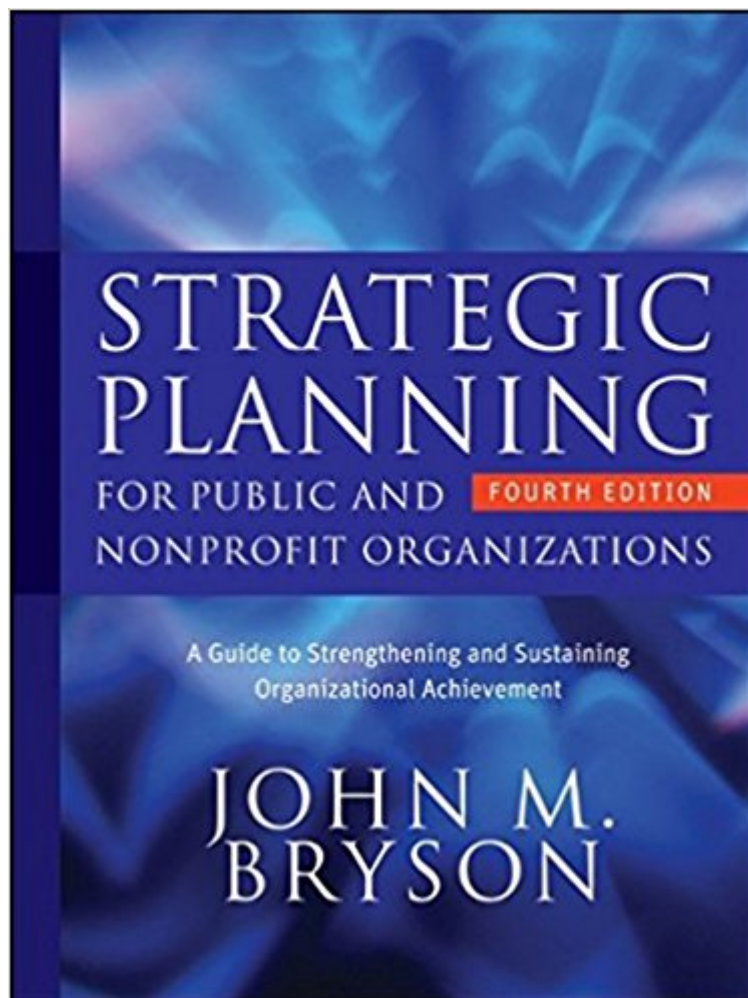




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Strategic Planning For Public And Nonprofit Organizations: A Guide To Strengthening And Sustaining Organizational Achievement



Synopsis

How can leaders use strategic planning to strengthen their public and nonprofit organizations? In this fourth edition of his perennial bestseller *Strategic Planning for Public and Nonprofit Organizations*, Bryson provides the most updated version of his thoughtful strategic planning model and outlines the reasons public and nonprofit organizations must embrace strategic planning to improve their performance. Introduced in the first edition and refined over the past 18 years, the Strategy Change Cycle--a proven planning process used successfully by a large number of nonprofit and public organizations--is the framework used to guide the reader through the strategic planning process. Bryson offers detailed guidance on implementing the process, and specific tools and techniques to make the process work in any organization. In addition, he clarifies the organizational designs through which strategic thought and action will be encouraged and embraced throughout an entire organization. In addition to updated examples, new cases, and additional information on boundaries, distinctive competencies, Actor-Network theory, Bryson will create an instructor's manual with sample syllabi, PowerPoint teaching slides, and additional cases.

Book Information

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Customer Reviews

Praise for *Strategic Planning for Public and Nonprofit Organizations* "This is an immensely valuable resource for leaders, professionals, researchers, and other participants in public and nonprofit settings. Anyone professing competence in public and nonprofit management needs to know what Bryson says about strategic planning and management." "Hal G. Rainey, Alumni Foundation

Distinguished Professor, University of Georgia; author, *Understanding and Managing Public Organizations*, Fourth Edition "John Bryson recognizes that strategic management is what is called for todayâ meaning strategic planning must be linked to leadership, stakeholder involvement, the budget process, system redesign, and performance management. This is a tall order, but John's updated book delivers the goods and comes at just the right time!"â "Beverly Stein, president, Public Strategies Group; former chair, Multnomah County Board of Commissioners (Oregon) "This volume provides a practical theory of how to accomplish the political work of leading organizations through strategic change. The theory is a comprehensive synthesis of research on strategic planning and management. There's no better single reference point for choosing an approach to strategic planning and carrying it through to a successful conclusion."â "Michael Barzelay, professor of public management, London School of Economics and Political Science; coauthor, *Preparing for the Future: Strategic Planning in the U.S. Air Force*

John M. Bryson is the McKnight Presidential Professor of Planning and Public Affairs in the Hubert H. Humphrey School of Public Affairs at the University of Minnesota. He is a fellow of the National Academy of Public Administration and in 2011 received the Dwight Waldo Award from the American Society for Public Administration for "outstanding contributions to the professional literature of public administration over an extended scholarly career." He consults widely on strategic management with public, nonprofit, and business organizations in the United States and abroad.

A Strategic planning that guides you through the process establishing organizational long term plan. it defines it step by step, and direct the leaders to making decisions on allocating its resources to pursue this strategy.

This is an excellent resource for strategic planning - practical, how-to, with the addition of background, examples, and useful graphics that illustrate and/or augment the text. A strength of this book versus Allison and Kaye's (another book I really like!) is Part 3 where Bryson discusses the importance of leadership and the role leadership plays in the overall strategic planning effort. The Resources are strengths of this book: A. Stakeholder identification and Analysis Techniques B. Identifying Strategic Issues and Formulating Effective Strategies C. Strategic planning in Collaborative Settings Rich useful appendices filled with practical suggestions! Allison, M., & Kaye, J. (2005). *Strategic planning for nonprofit organizations: A practical guide and workbook* (2nd ed.). Hoboken, NJ: Wiley.

Mostly upset that the digital version does not really include a real table of contents, nor does it use page numbers like a normal book but rather uses a more generic "location" function. This makes it difficult to, for example, read Chapter 4. Where does it start? Where does it end? You have to click through the "locations" find out. Dumb.

There have to be better tests out there. This was painfully dry to read. Perhaps the information was good, but if good information cannot be gleaned through the reading difficulties it is overall useless. I was very disappointed.

I was in the middle of reading a chapter when I was compelled to read what others have said about this book. I had to purchase this book for my strategic planning class, so being the good student that I am I began by reading the book word for word. After the 2nd chapter I skipped over sections, paragraphs, and ultimately pages. It is the most boring, repetitive, superfluous, and the most unnecessarily verbose text I have ever read in my college years. I am midway through the course and I cannot read each chapter without skipping sections and taking cat naps. I have to agree with another commenter chapter 2 is the best, but after that it is too much. I am going to tell my professor not to torture any of her future students, ironically she seems so simplistic but yet had us purchase this book.

An excellent resource for anyone needing strategic planning direction. Used this book extensively for both masters programs. Written in an easy to follow style.

Perfect price! recommended to all student excellent price

This was one of the required textbooks while I was taking MPA program with CSUN (A strategic planning class). This book is money as it will provide you with how an organization 'should' be executing internal practices that'll eventually translate into success. Even if your not working on a MPA degree or not a public sector employee, I highly recommend this book!

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