

Turning Strategy into Action

Best of Long Range Planning Series - First Series

Ken Irons

About the Book

As few people welcome the disturbance that change brings, turning strategy into action is always going to be a difficult task. This book consists of 15 articles which have appeared in "Long Range Planning". They provide a comprehensive insight into the difficulties of turning strategy into action, and some valuable thoughts on how to avoid them, or at least on how difficulties can be reduced to manageable proportions. The number of papers published on implementation of strategy tends to be low. The editors, however, found this an exciting challenge and the result is a tour-de-force of the thinking on issues affecting implementation and change. The aim of the "Best of Long Range Planning" series is to bring together the best articles on a particular topic published in the journal, so that readers wishing to study a specific aspect of planning can find an authoritative and comprehensive view of the subject, conveniently published in one volume.



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