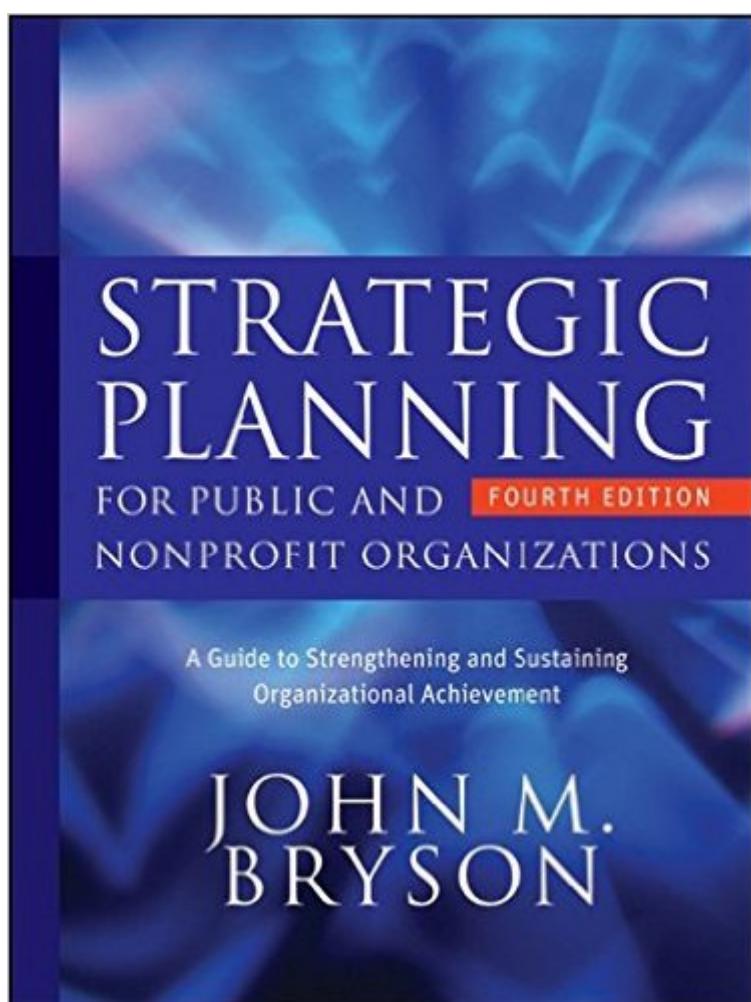


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# Strategic Planning For Public And Nonprofit Organizations: A Guide To Strengthening And Sustaining Organizational Achievement



## Synopsis

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." <sup>1</sup>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 today<sup>1</sup>;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!" <sup>1</sup>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." <sup>1</sup>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*

## Book Information

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## Customer Reviews

This textbook is terribly done. There has been a Harvard project on the same topic that describes the planning process for nonprofits in three stages - Bryson uses eight. There is also a Herrington Bryce textbook that has been praised and that is readily available. If you are considering this text for your use, I would strongly recommend one of the others; if your professor has assigned this, beg him or her to choose another. This is an overcomplicated repetitive mess of a manifesto on Bryson's self-important and overcomplicated view of what should be a straightforward topic. And it is sheer pain to read. - Bryson is verbose and overcomplicates everything - He would cite five sources to tell you the sun has risen, just so you would know that he is well-read . . . he never uses 50 words when he can use 500 or better yet 1,000. That makes this a really tough read. Bryson never heard that brevity is the soul of wit. - This book is incredibly repetitive - he seemingly does not have a lot of faith in his reader, so he says everything five times. His lack of respect for the reader goes so far as to tell you how to set up a room for a meeting, how to cover use a dry erase board and easel paper, and just to be helpful he even includes a template of an oval for you to use in making ovals to post during your meeting. A blank page in the book with a black outline of an oval. I wish I were kidding. Bryson doesn't have a lot of respect for the rest of us. - He is a terrible writer. His paragraphs are lengthy and disjointed. His constant citing of sources is ludicrous. He is one of those people in the world who can't just say what he has to say, he has to make everyone think he's smarter than they are.

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