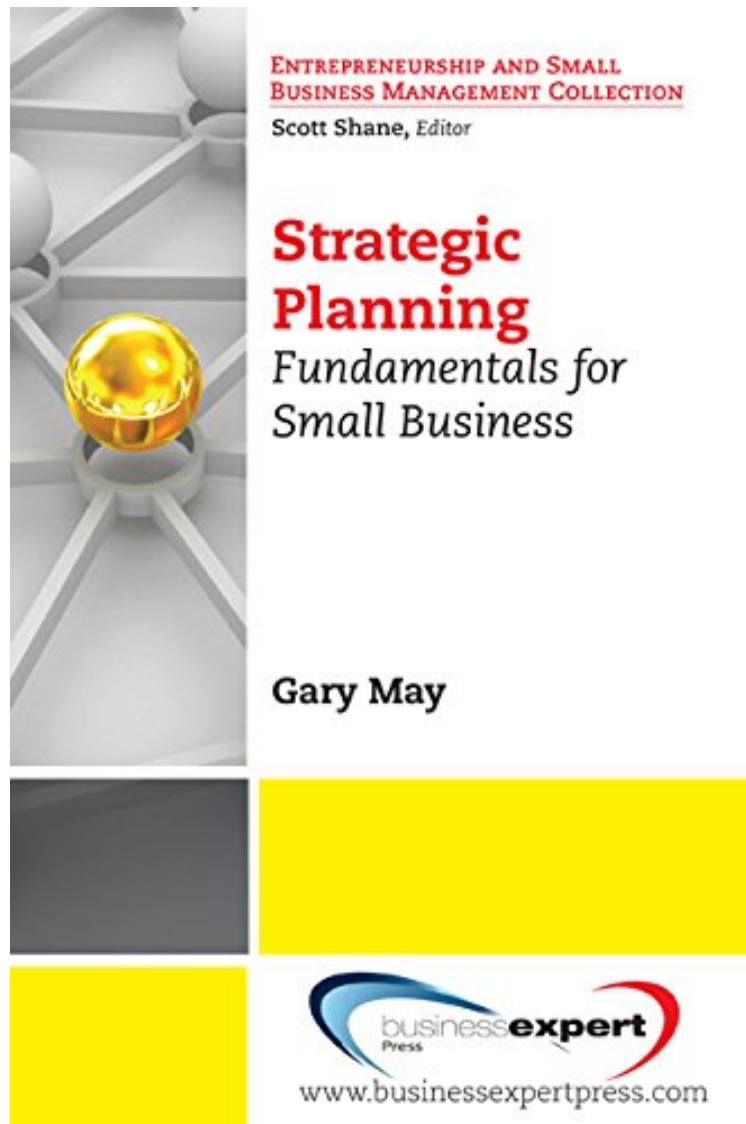


(Ebook free) Strategic Planning: Fundamentals for Small Business

# Strategic Planning: Fundamentals for Small Business

Gary May

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**Gary May : Strategic Planning: Fundamentals for Small Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategic Planning: Fundamentals for Small Business:

0 of 0 people found the following review helpful. Five StarsBy B Joe GunnVery well organized and understandable1 of 2 people found the following review helpful. D. Douglas McElhaneyBy D. Douglas McElhaneyDr. Gary May has created a must read for small business owners. Many small businesses fail due to the lack of identity. Dr. May does an incredible job outlining strategy, mission and organizational vision. If you are thinking about starting a new business or are looking to become more profitable, I strongly encourage the purchase of Strategic Planning: Fundamentals for

Small Business. Organizations are susceptible to failure without proper strategy and vision. Kudos to Gary May. 4 of 4 people found the following review helpful. Great for all small organizations  
By RMK  
This book is the best discussion of strategic planning for small organizations (not only small businesses) that I have seen. Over the years I have led two strategic planning exercises in a small non-profit organization (30-40 people). I wish this book had been available when I was trying to master the principles of this process. In my opinion, May's book offers three unique strengths: (1) May uses current real-world cases to illustrate each of his points. These cases are consistently on-point and serve to bring abstract ideas to life. (2) His text is concise. An investment of 3-4 hours is all that is required. (3) May doesn't sacrifice necessary content for brevity. His discussion is complete without being verbose. I recommend this book to anyone who is faced with leading a strategic a strategic planning exercise in a small organization.

Strategy is about creating a plan to differentiate your business from the competition and to gain a competitive advantage. This book is about the fundamentals of strategic planning for the small business owner and his or her leadership team. Strategic planning is an essential process for every size business. While large businesses may have more resources and time to devote to strategic planning, small businesses have the advantage of being close to their stakeholders and the ability to move quickly.

About the Author  
Dr. Gary May brings a unique background and perspective to the subject of strategic planning for small businesses. He grew up working in a family wholesale distribution business, May Company, Inc. Joining the business full time after graduating from Duke University with a degree in business, Gary helped lead the company to consistent sales and profit growth over an 18-year period.