



Strategic Planning for Public Managers

James L. Mercer

Download now

[Click here](#) if your download doesn't start automatically

Strategic Planning for Public Managers

James L. Mercer

Strategic Planning for Public Managers James L. Mercer

Designed for local government managers and administrators, this pioneering work offers a clear and comprehensive guide to the use of strategic planning techniques in the public sector. The author presents a concise overview of the strategic planning process, defines the terms involved, and provides a step-by-step methodology for organizations ready to move into the actual implementation of strategic planning. In addition to differentiating between community-based, corporate, functional, and defined-purpose strategic planning processes, Mercer explains the delineation between strategic and tactical planning and offers practical approaches to overcoming barriers to the use of strategic planning in the public sector arena. Throughout, the author makes extensive use of case studies of strategic planning programs implemented by a variety of local government and public sector organizations.

Mercer begins by describing how strategic planning can be both an effective tool for dealing with change and a technique of organizational development. He goes on to provide detailed instructions on how to prepare to conduct strategic planning, how to determine strategic issues, the importance of a values audit, and how to develop an environmental scan or assessment. Subsequent chapters address determining organizational threats and opportunities, composing the mission statement, defining critical success factors and indicators, planning strategies, and assessing strategic risks and benefits. Finally, the author shows how to perform an internal assessment of ability to actually adopt and carry out strategies, the importance of contingency planning, and how to tie strategic planning to the budget and evaluate the process. The public sector manager experienced with strategic planning techniques can use the guide as a handy reference to particular aspects of the process, while those new to strategic planning will find this an indispensable aid in developing and implementing their own internal strategic planning processes.

 [Download Strategic Planning for Public Managers ...pdf](#)

 [Read Online Strategic Planning for Public Managers ...pdf](#)

Download and Read Free Online Strategic Planning for Public Managers James L. Mercer

From reader reviews:

Ashley Staley:

Do you one among people who can't read satisfying if the sentence chained from the straightway, hold on guys this kind of aren't like that. This Strategic Planning for Public Managers book is readable by simply you who hate the straight word style. You will find the data here are arrange for enjoyable studying experience without leaving actually decrease the knowledge that want to provide to you. The writer regarding Strategic Planning for Public Managers content conveys the thought easily to understand by a lot of people. The printed and e-book are not different in the written content but it just different in the form of it. So , do you even now thinking Strategic Planning for Public Managers is not loveable to be your top record reading book?

Steven Bemis:

The actual book Strategic Planning for Public Managers will bring one to the new experience of reading some sort of book. The author style to spell out the idea is very unique. Should you try to find new book to study, this book very acceptable to you. The book Strategic Planning for Public Managers is much recommended to you you just read. You can also get the e-book from official web site, so you can easier to read the book.

Joseph Barnett:

Why? Because this Strategic Planning for Public Managers is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will jolt you with the secret the item inside. Reading this book close to it was fantastic author who also write the book in such amazing way makes the content interior easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you for not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of positive aspects than the other book have got such as help improving your talent and your critical thinking means. So , still want to delay having that book? If I were you I will go to the reserve store hurriedly.

Virginia Hughes:

Can you one of the book lovers? If so, do you ever feeling doubt while you are in the book store? Try and pick one book that you find out the inside because don't ascertain book by its include may doesn't work here is difficult job because you are afraid that the inside maybe not because fantastic as in the outside appear likes. Maybe you answer might be Strategic Planning for Public Managers why because the amazing cover that make you consider in regards to the content will not disappoint you actually. The inside or content will be fantastic as the outside or maybe cover. Your reading sixth sense will directly make suggestions to pick up this book.

**Download and Read Online Strategic Planning for Public Managers
James L. Mercer #7YR6WAQ3H9O**

Read Strategic Planning for Public Managers by James L. Mercer for online ebook

Strategic Planning for Public Managers by James L. Mercer Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategic Planning for Public Managers by James L. Mercer books to read online.

Online Strategic Planning for Public Managers by James L. Mercer ebook PDF download

Strategic Planning for Public Managers by James L. Mercer Doc

Strategic Planning for Public Managers by James L. Mercer Mobipocket

Strategic Planning for Public Managers by James L. Mercer EPub