



# Strategy & Business Planning of Privately Held Companies

*Peter McCann*

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Strategy & Business Planning of Privately Held Companies is, in the words of one executive reader "designed to be a kind of quick reference source of distilled wisdom for businesses. The style is user friendly; lots of charts, checklists, anecdotal illustrations and diagrams. Perhaps the best praise I can give it is that I wish I had it while I did my own MBA."

The first 25% of the book presents an integrated conceptual framework. The book explains an eight step planning process and introduces the five basic corporate Positions: Get Out, Turnaround, Tune Up, Status Quo and Go For Gold. The reader is able to identify his or her company's Position and select feasible strategic options. The book equips the reader to use six Paradigms: the Accountant's, Microeconomic, Marketing, Operations, Organizational Behavior and Managerial Preferences Paradigms. There are many examples of the five Principles: Focus, Ethics, Excellence, Frugality and Urgency.

The middle two-thirds of the book emphasizes the practical aspects of examining, assessing and documenting corporate performance, strategic decisions and implementation plans. There are over two hundred tables, diagrams, examples, worksheet and checklists to help shareholders and executives plan and achieve superior financial and competitive performance. The book concludes with detailed instructions on writing strategic, business and financing plans.

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