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Autore	Flannery Pearce
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Sommario/riassunto	This ebook introduces you to the dual concepts of strategic planning and goal-setting and shows you how to devise excellent strategic plans and achieve your goals. While planning may be straightforward, its execution is often rather more difficult. But it can be simplified by breaking it down into goals. Create Your Own Reality introduces STOMP goal-setting, which refuses to accept the limits implied by conventional SMART goals. And remember, businesses do not achieve plans or goals. People do. And you can too!