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Nota di contenuto	Cover -- Introduction -- A driving force: an analysis of strategic planning in the Canadian automotive industry -- Discovering significant and viable new businesses: have faith in strategic planning basics -- Freshening up strategic planning: more than fill-in-the-blanks -- Organizational mechanisms for successful IS/IT strategic planning in the digital era -- Strategic planning using QFD -- The role of strategic planning in the performance of small, professional service firms: A research note.
Sommario/riassunto	After a period of being considered relatively unfashionable, strategic planning is now making a comeback on a large scale. This form of scheduling was consistently used in the 1960s but fell out of favour in the 80s as quality strategy became the key feature.