



Global Strategic Planning: Cultural Perspectives for Profit and Non-Profit Organizations (Managing Cultural Differences)

Marios Katsioloudes

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This unique approach to strategic planning processes goes beyond the traditional application for the for profit sector, to address issues for the nonprofit sector, and global aspects of strategic planning. Most importantly, Dr. Katsioloudes measures the impact of cultural, organizational, national and global issues on the strategic planning process, whether in the forprofit or the nonprofit sector, and provides examples, exercises, and solutions to make this key part of international management easier and more successful.

Based on the work entitled "Strategic Planning: Theory and Cases" by Marios I. Katsioloudes, Ph.D. and Robert D. Nale, Ph.D.

Presents the impact of culture on the strategic planning process in both for-profit and non-profit sectors, including social responsibility, business ethics, benchmarking, global strategies, entrepreneurship, and technology issues.

Part of the best-selling Managing Cultural Differences Series

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