

《Futures Research and》

图书基本信息

书名：《Futures Research and the Strategic Planning Process 未来研究与战略规划》

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内容概要

Appraises futures research as a tool for dealing with social, economic, political, and technological changes. Features new strategies in planning, forecasting, and environmental scanning.

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书籍目录

Foreword Acknowledgments The Rationale for Futures Research The Strategic Planning Process Evolution of the Concept Strategic Planning The Stages of the Strategic Planning Process Environmental Scanning Evaluating the Issues Forecasting Goal Setting Implementation Monitoring Developing a Strategic Planning Capability Early Stages Link to Long-Range Planning The Relevance of Environmental Scanning and Forecasting to Higher Education Appendices References

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