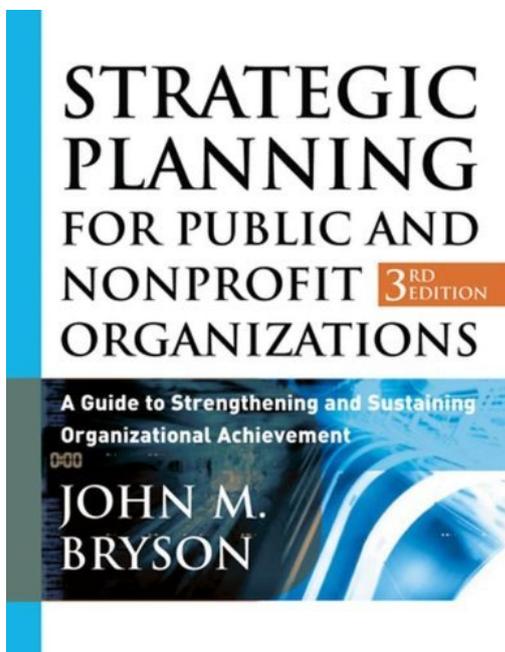


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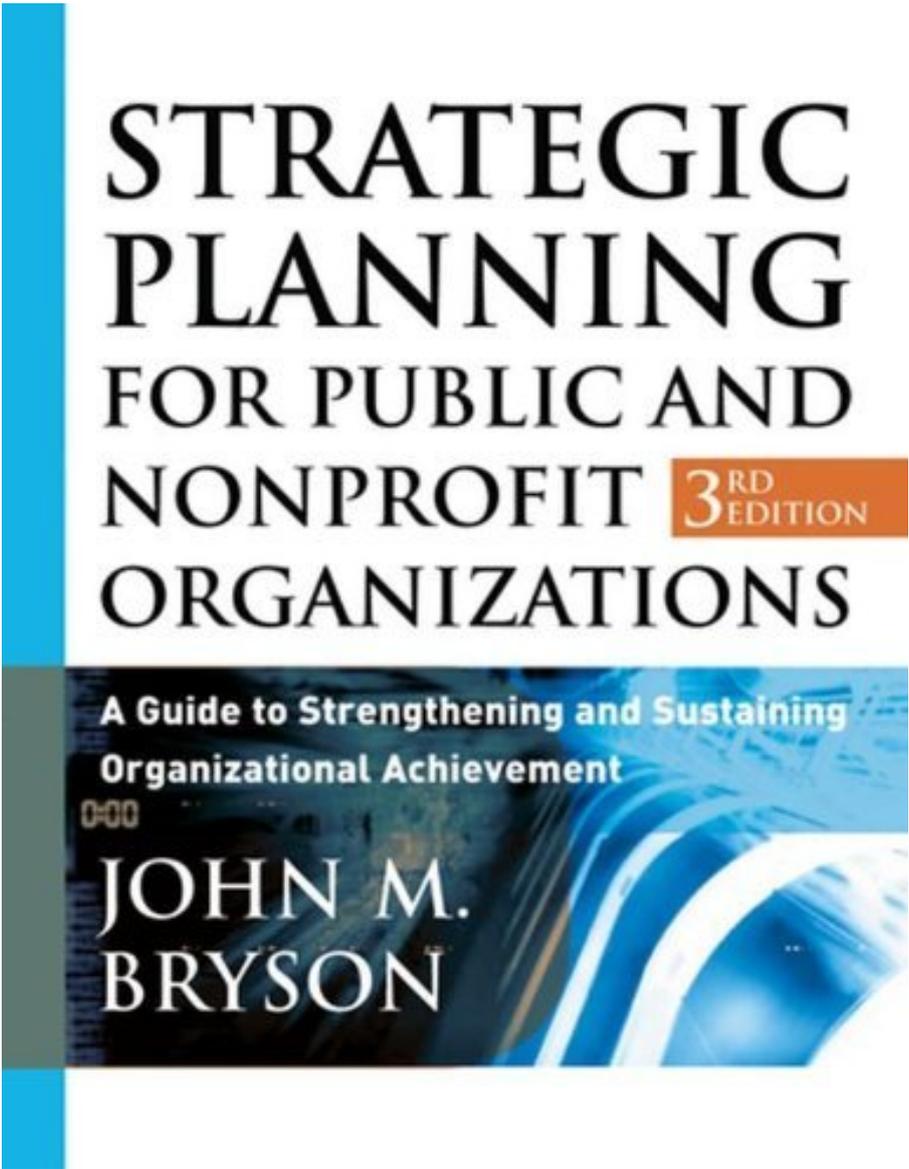


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## Review

"In the revised edition of Strategic Planning for Public and Non-Profit organizations, John Bryson has taken a first-rate organizational resource to a higher level. The new material in change, implementation, and leadership complements his detailed and practical discussion of planning techniques and processes. This book is now the complete guide for strategic management in public and non-profit organizations." -James L. Perry, Professor, School of Public and Environmental Affairs, Indiana University, and editor, Handbook of Public Administration

"When I'm asked for advice on strategic planning for government or nonprofits, the very first resource I recommend is John Bryson's book. It is a must-have tool for anyone working toward the common good." - Beverly Stein, chair, Multnomah County Board of Commissioners, Portland, Oregon

"Bryson's book is an extremely useful and lucid introduction to strategic planning. It will open the door for many people to a new and more productive way of preparing for the future than relying on conventional planning and management techniques." -Judith Innes, Professor, Department of City and Regional Planning, and director, Institute of Urban and Regional Development, University of California, Berkeley

"Strategic planning for Public and Non-Profit Organizations is already a classic, and the new revised edition reconfirms John Bryson's place as the international leader in the field." -Paul C. Light, Director, Public Policy Program, The Pew Charitable Trusts

"Bryson's book presents a ver thoughtful and thorough approach to strategic planning for public and nonprofit organizations. It's an extremely useful reference and guide." -Bryan Barry, Director, Services to Organizations, Amherst H. Wilder Foundation

"John Bryson's work illuminates the path to sound strategic planning for those of us in government who want to improve the quality and lower the cost of public services. Bryson's insights also serve as an excellent

guide to transforming seemingly immutable constraints into opportunities. His emphasis on the link between strategic planning and leadership is right on the mark." -David R. Riemer, Chief of Staff to the Mayor, Milwaukee, Wisconsin

#### Review

"John Bryson provides the tools leaders need to guide organizations and collaborations through a strategic planning process. His third edition should be required reading for anyone leading a nonprofit or public organization."

--Terri Barreiro, director, Donald McNeely Center for Entrepreneurship, Saint John's University, and former vice president for Community Impact of the Greater Twin Cities United Way.

"John Bryson's book is an immensely valuable resource for leaders, professionals, researchers and other participants in public and nonprofit settings. Anyone professing competence in public and nonprofit management needs to know what Bryson says about strategic planning."

--Hal G. Rainey, Alumni Foundation Distinguished Professor, School of Public and International Affairs, The University of Georgia, and author, *Understanding and Managing Public Organizations*, Third Edition

"The arrival of a new edition of this authoritative and highly usable book is very good news. Bryson explains strategic planning systematically and clearly in this valuable work."

--Judith E. Innes, Professor of City and Regional Planning, University of California, Berkeley

"John Bryson's book has quickly become the classic guide for making better decisions – and getting better results. The third edition introduces new concepts, like managing for results and creating public value, while maintaining the powerful, disciplined thinking of previous editions. It is an indispensable guide for anyone seeking to cope with the growing challenges of managing the tough environment of the public and nonprofit world."

--Donald F. Kettl, Professor of Political Science and Public Affairs, University of Wisconsin – Madison; author, *The Transformation of Governance: Public Administration for Twenty-First Century America and The Global Public Management Revolution*

"If you are committed to the future effectiveness of your organization and the people it serves, this is the key resource book for you. John challenges our strategic thinking on the one hand, whilst providing us with practical tools to deliver meaningful strategies and plans on the other."

--Irene Hewitt, chief executive, The Beeches Management Centre for Health and Personal Social Services, Belfast, Northern Ireland

"The new edition of *Strategic Planning for Public and Nonprofit Organizations* brings two needed gifts to this field: An excellent summary of the principles and theory behind leading and managing in a strategic way, and a solid process and great set of tools, which leaders and future leaders can use to make their institutions more responsive and effective."

--Bryan Barry, principal consultant, Amherst H. Wilder Foundation Center for Communities, St. Paul, MN

#### From the Inside Flap

Since John M. Bryson's widely acclaimed *Strategic Planning for Public and Nonprofit Organizations* was first published in 1988, it has been reprinted nine times and has become the standard book in the field. This thoroughly revised and expanded second edition sets the pace and combines information on leadership, strategic planning, and tools that can help leaders and followers enhance organizational achievement. Bryson shows how leaders and managers of public and nonprofit organizations can use strategic planning to strengthen their organizations. In this expanded edition, the author includes many new examples of successful and unsuccessful strategic planning practices. In addition, this volume offers entirely new chapters

that address the implementation of strategic planning, reassess strategies and the strategic planning process, and outline the key leadership roles that must be undertaken if strategic planning is to be effective. This book outlines the reasons public and nonprofit organizations should embrace strategic planning as a way of improving their performance and presents an effective planning process--Strategy Change Cycle--that has been successfully implemented by a large number of public and nonprofit organizations. Bryson offers detailed guidance on applying the process, describing specific tools and techniques that will prove invaluable. The author discusses the major roles that must be played by individuals and groups for strategic planning to be successful and gives specific guidance on how this can be accomplished. And he clarifies the method by which strategic planning can be institutionalized so that strategic thought and action will be encouraged and embraced within the entire organization. Strategic Planning for Public and Nonprofit Organizations will be an invaluable resource for leaders, managers, policymakers, and planners in public agencies (such as state and local governments) and in nonprofit organizations (including hospitals a

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