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NEWS RELEASE

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INNOVATIVE NEW THOMSON BOOK DELIVERS THE TOOLS FOR EFFECTIVE STRATEGIC PLANNING

MASON, OH February 2005 – Strategy is the key to surviving — and thriving — in today’s fiercely competitive marketplace. A new book from Thomson South-Western combines cutting-edge theory with hands-on application into one powerful package that is earning rave reviews across the board.

Written by strategy authority Stan Abraham, ***Strategic Planning: A Practical Guide for Competitive Success*** (ISBN 0-324-23255-1) provides readers with the competitive edge they crave. This groundbreaking new book focuses on strategy formulation, equipping readers with a variety of analytical tools to help them effectively tackle strategic problems.

In addition, the book’s **SAM™ CD-ROM** delivers Microsoft® Excel-based tools for doing strategic and financial analysis. This series of interactive spreadsheets enables readers to analyze a company or case in depth, as well as thoroughly test out their ideas and “work the numbers” as they gain valuable experience compiling, manipulating, and interpreting financial data about the company.

Strategic Planning is turning heads with its unique, action-packed approach.

“Finally, a book with a heart for action,” says David W. Crain, Ph.D., the former director of strategic analysis for Southern California Gas Co. and Fluor Corp. “Professor Abraham’s Strategic Analysis Model is equally useful for beginners as well as experienced strategy practitioners. Readers will find his synthesis of strategy through alternative bundles to be new and unprecedented — both pragmatic and useful.”

“Stan Abraham has crafted a major contribution to the literature on strategy,” says Robert J. Allio, principal of Allio Associates and author of *The Seven Faces of Leadership* and *The Practical Strategist*. “After a sweeping survey of historic perspectives on strategy and strategic planning — what it is and how to do it — he gracefully presents his own Strategic Analysis Model (SAM). Abraham infuses the text with an abundance of examples and case histories of strategic choice, and the accompanying CD supplements the reading with a portfolio of helpful tools and worksheets. *Strategic Planning* is the rare example of a treatise on strategy that successfully combines a global overview with a down-to-earth guide for the practitioner.”

Only one book delivers a solid understanding of strategic analysis and the hands-on experience to transform theory into action. ***Strategic Planning: A Practical Guide for Competitive Success*** is a must read for anyone trying to gain a strategic edge.

About the Author

Dr. Stan Abraham is professor of strategy and entrepreneurship at California State Polytechnic University, Pomona, and teaches the capstone Strategic Management course at both the MBA and undergraduate levels, in addition to other entrepreneurship and management courses. Dr. Abraham is president of his own consulting firm, FUTURE BY DESIGN, Santa Monica, CA, specializing in strategic planning and organizational change for established companies, and business plans for startup enterprises. Dr. Abraham co-founded the Association for Strategic Planning in 1999, and has served on the Board of Directors since then. He organized its first annual conference in October 2001, *New Strategies for a Rapidly Changing World*, and served as president in 2003-04. In January 2002, Dr. Abraham was invited to serve as contributing editor and senior reviewer for the journal *Strategy & Leadership*, and has written a number of articles for it. Previously, Dr. Abraham taught strategy at the Pepperdine University School of Business and Management, was a senior policy analyst for The Rand Corporation, and was a member of the technical staff of General Research Corp. He holds a bachelor's of science degree in mechanical engineering from the University of London, England, and master's and doctorate degrees in management from the Sloan School of Management, MIT and the Graduate School of Management (now the Anderson School), UCLA, respectively. He can be reached at scabraham@csupomona.edu, and his consulting website is www.futurebydesign.biz.

Strategic Planning: A Practical Guide for Competitive Success (with CD-ROM) (2006) is available now in bookstores nationwide and via major online booksellers.

US \$63.95

Paperback, 240 pages, ISBN 0-324-23255-1

The book can be purchased from the publisher by clicking on the following link, and then on "Buy a Copy":

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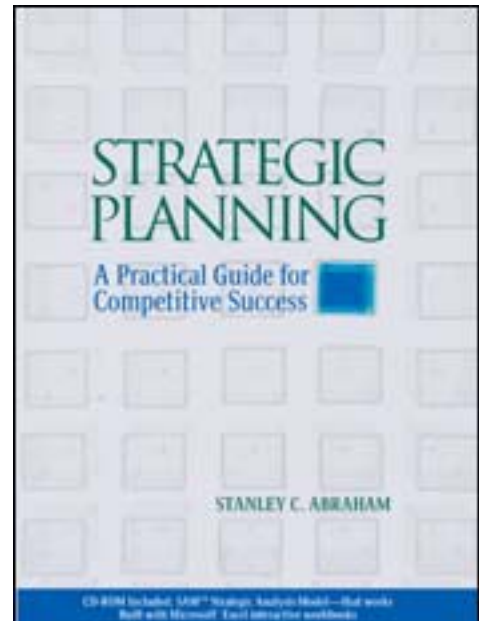
It is also available from Amazon.com as follows, postage-free:

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