**Online book suggestion for a Strategic Plan**

3-year strategic plan

Plan involves

(1) Stating a strategic vision for the company (mission, values, guiding principles, ethics)
(2) Establishing objectives for EPS, ROE, credit rating, stock price appreciation , and image rating each of the next few years,
(3) Declaring what strategy the company will employ,
(4) Presenting data showing that the chosen strategy is either currently on track or will require substantial internal changes, and
(5) Preparing a projected income statement that lays out expected unit sales, revenues, costs, and profits for each of the four geographic regions and for the company as a whole for each of the next few years.