



Strategic Issues Management: Organizations and Public Policy Challenges

Robert L. Heath, Michael J. Palenchar

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Strategic Issues Management explores the strategic planning options that organizations can employ to address crucial public policy issues, engage in collaborative decision making, get the organization's "house" in order, engage in tough defense and smart offense, and monitor opinion changes that affect public policy. In this fully updated **Second Edition**, authors Robert L. Heath and Michael J. Palenchar offer practical, actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start-up high tech companies.



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