

Comprehensive Planning for the 21st Century: General Theory and Principles

By Melville C. Branch

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Planning by civil governments, businesses, and the military services has been considered separately in both theory and practice. Those concerned with each of these applications have had little contact with those in the others, despite the common concerns and characteristics of their respective practices.

A leading figure in the research and education in planning, Branch draws upon his experience in civil, corporate, and military planning to provide a comprehensive guide to the key aspects of planning. This text is invaluable to those engaged in governmental and business planning and to students working toward careers in urban and regional planning, public administration, business management, and other fields concerned with planning.

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"The author has had a distinguished career in the study of planning and the book reflects this in its breadth of discourse and its delineation of important concepts and factors associated with planning and plans."-Futures

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MELVILLE C. BRANCH is Distinguished Professor of Planning Emeritus at the University of Southern California. He received the National Distinguished Leadership Award of the American Planning Association, and the Distinguished Planning Educator Award of the Association of Collegiate Schools of Planning.

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