



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

By Melville C. Branch

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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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Bibliography

- Sales Rank: #7548350 in Books
- Published on: 1998-02-24
- Original language: English
- Number of items: 1
- Dimensions: 9.02" h x .45" w x 5.98" l, .70 pounds
- Binding: Paperback
- 200 pages

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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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About the Author

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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