



## Book Review

5.0 out of 5 stars

<https://www.amazon.com/Strategy-Planning-Fundamentals-Empowering-You/dp/1665772379#customerReviews>

Dr. Michael McDonough. President of Raritan Vally Community College

Reviewed in the United States on January 5, 2026

Format: Hardcover

### **An Essential Guide to Effective Strategic Planning**

This comprehensive guide is refreshingly jargon free. It is one of the most well organized, clearly written, and user-friendly guide I have seen in many years. Structured as a step-by-step manual, **Professor Ferrer's book is a must for any professional engaged in strategic planning.** Regardless of your industry sector or your role within the organization, Ferrer's clear and engaging insights will provide the critical support for a successful strategic planning process. I recommend this book without reservation.

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Marcelo Calais. Chief Executive Officer, New Science Company

Reviewed in the United States on January 30, 2026

Format: Kindle

Book Review: Strategy and Planning Fundamentals: Empowering You

By Fernando H. Ferrer

"*Strategy and Planning Fundamentals: Empowering You*" is a compelling and intellectually rich guide that **redefines how we approach strategic planning by placing the human element at the center of corporate decision-making.** **Fernando H. Ferrer masterfully bridges the gap between organizational systems and psychological insight,** offering a framework that

is both operationally sound and deeply human-centered.

One of the book's most commendable strengths lies in its exploration of the intrinsic relationship between strategic planning and the human experience. Rather than treating planning as a purely analytical exercise, Ferrer emphasizes the importance of emotional intelligence, critical thinking, and collaborative engagement. This approach not only enhances the quality of strategic outcomes but also fosters a culture of empowerment and adaptability within organizations.

The author's treatment of corporate core identity and goal alignment is particularly noteworthy. He provides a structured methodology for identifying and articulating the organization's core purpose, ensuring that strategic objectives are not only clearly defined but also meaningfully connected to the company's mission and values. This alignment is crucial for achieving long-term sustainability and stakeholder trust.

**Ferrer also excels in demystifying complex planning processes.** He introduces tools and techniques that help leaders establish order amidst organizational complexity, promote innovation through collaborative thinking, and uncover hidden opportunities and risks. His emphasis on resource optimization and responsiveness in uncertain environments is especially relevant in today's volatile business landscape.

In summary, *Strategy and Planning Fundamentals: Empowering You* is more than a manual—it is a strategic companion for leaders who seek to build resilient, purpose-driven organizations. **It is a must-read for executives, planners, and anyone involved in shaping the future of their enterprise.**

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Amazon Customer

**Great book!! A well-planned mix of different knowledges brought by the author.**

Reviewed in Brazil on May 27, 2025

Format: Paperback. Verified Purchase

*Strategy and Planning Fundamentals* by Fernando Ferrer is a rare and valuable blend of clarity, academic depth, and practical insight. With a human-centered lens, the author integrates concepts from strategic management, organizational behavior, and leadership development, offering a structured yet adaptable framework for professionals

and students alike. The book's interdisciplinary foundation and accessible language make it an excellent resource not only for executive education, but also for academic programs in business and management. **Ferrer's ability to connect analytical thinking with psychological understanding results in a planning model that is both intellectually rigorous and applicable in dynamic, real-world contexts.**

On a personal level, **reading this book was both empowering and inspiring. It helped me reframe strategic planning not as a rigid process, but as an intentional practice of leadership, collaboration, and growth.** The clear structure supports critical thinking while the human approach invites reflection and engagement. Whether you're an experienced leader, a young professional, or a student navigating the complexities of organizational life, this book offers meaningful guidance and a fresh perspective. **I highly recommend it to anyone seeking to think strategically, act deliberately, and lead with purpose.**

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