



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

*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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