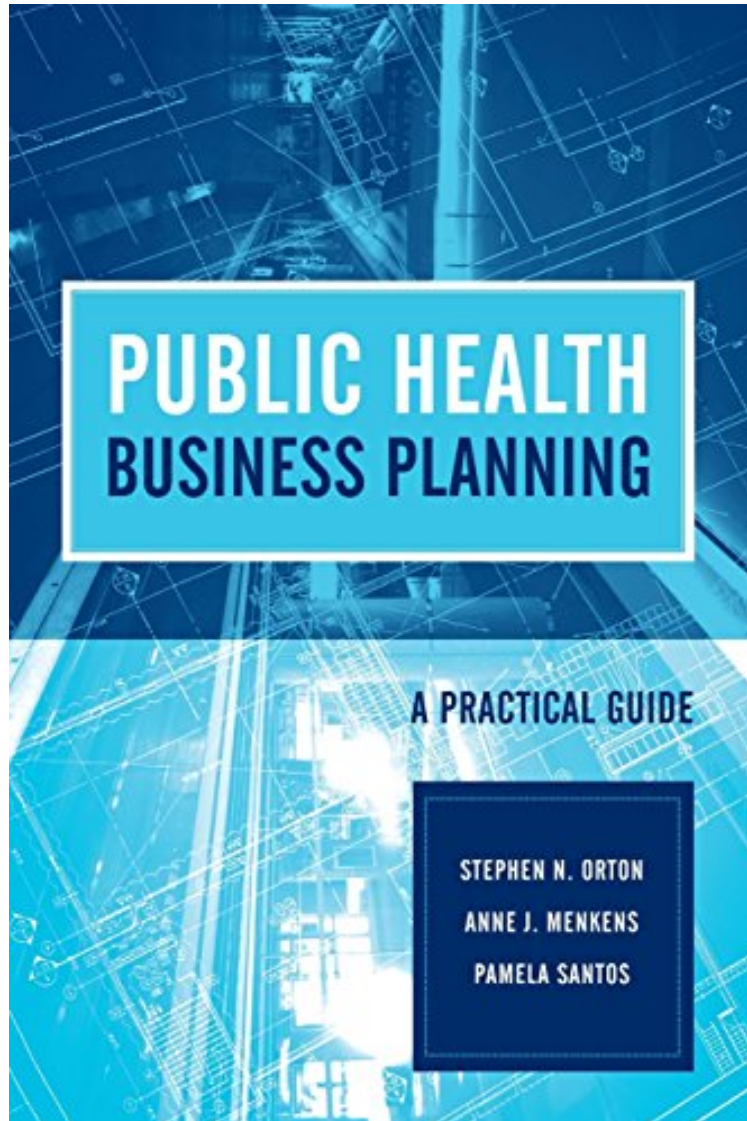


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# Public Health Business Planning: A Practical Guide

*Stephen N. Orton, Anne J. Menkens, Pamela Santos*  
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In today's turbulent and financially stressful times, public health managers need business planning skills. They need to become civic entrepreneurs, who can creatively finance and manage needed programs using business school savvy. *Public Health Business Planning: A Practical Guide* is based on the curriculum of the highly successful Management Academy for Public Health, offered by the Kenan-Flagler Business School and the School of Public Health at the University of North Carolina at Chapel Hill. A Lewin Group evaluation showed that teams of Management Academy graduates have generated millions of dollars in revenue for local agencies through implementing business plans. This book teaches what it means to use entrepreneurial strategies for social good, and key business planning skills such as: Assessment and strategic planning Program planning, implementation, and evaluation Financial planning and budgeting Market research and social marketing Strategies for getting funded including business writing and speaking Project management and business plan execution strategies