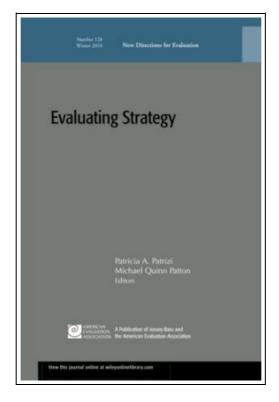
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Reviews

Extensive information! Its this sort of great read through. It is amongst the most incredible book i have go through. I realized this publication from my i and dad suggested this book to understand.

(Prof. Devon Bernhard PhD)

EVALUATING STRATEGY: NEW DIRECTIONS FOR EVALUATION: WINTER 2010



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Evaluating Strategy: New Directions for Evaluation: Winter 2010, EV (Evaluation Practice), Patricia A. Patrizi, Michael Quinn Patton, Strategy has emerged as a watchword of modern change efforts. Calls to be strategic are sounded in the private sector, government, philanthropy, and the not-for-profit sectors. Management experts stress the importance of strategic thinking. Change agents are urged to act strategically. Strategic planning has long been a mainstay of organizational development. Leaders in all sectors talk not about theories of change or logic models, but about being strategic: Strategic thinking. Strategic planning. Strategic results. Being strategic. Strategy execution. Effective strategies. Adapting strategically. And, now, evaluating strategy. But strategy is a new unit of analysis for evaluation. Traditionally, evaluation has focused on projects, programs, products, policies, and personnel. What does it mean to treat strategy as the evaluation focus, as the thing evaluated? What is strategy? How does one evaluate strategy? What are the implications of this new direction for evaluation theory, methods, practice, and, ultimately, use? This issue examines these questions and provides examples of strategy-focused evaluations. Evaluating strategy is not about evaluating strategic planning, or even strategic plans. It's about evaluating strategy itself. Strategy is the evaluand. That poses new challenges and offers new opportunities to meet the information needs of evaluation users. For evaluation to be relevant to decision makers and leaders, the focus of the evaluation must be on what they are concerned about and what they care about. Increasingly, they care about identifying and implementing effective strategies. That's where evaluation enters the picture. Evaluating strategy has the purpose of making strategy more effective, differentiating effective from ineffective strategies, and contributing to the ongoing development and adapt



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