



# Strategic Planning and Implementation plan on the example of a digital communication agency

*Marcella Vurro*

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Seminar paper from the year 2009 in the subject Business economics - Company formation, Business Plans, grade: -, -, language: English, abstract: The following Strategic Planning and Implementation assignment deals with an online advertising agency, that is embedded into a worldwide operating agency network, in the following called “group”. The below developed strategic plan is designed to give a structured approach to the achievement of the company’s objectives.

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