

# Case Studies in Corporate Planning

*by members of the*  
Society for Long Range Planning

*edited by*  
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# Contents

Preface	v
<b>1</b> Introductory	1
<i>Peter Baynes</i> <i>Director, Society for Long Range Planning</i>	
<b>2</b> Integrated Management Planning in Geigy	15
<i>H. Jones</i> <i>Formerly Director, Geigy (UK) Ltd</i>	
<b>3</b> Concept and Profit	35
<i>W. E. Lewis</i> <i>Director, Irvin Great Britain Ltd</i>	
<b>4</b> How We Plan in J. Bibby & Sons	53
<i>I. R. Macdonald</i> <i>Head of Corporate Planning, J. Bibby &amp; Sons</i>	
<b>5</b> Financial Management	75
<i>R. W. Kates</i> <i>Financial Planning Manager, Rockware Glass Ltd</i>	
<b>6</b> New Product Planning and Marketing	89
<i>C. C. Brown</i> <i>Financial Manager, A. Wander Ltd</i> <i>David Hussey</i> <i>Planning Manager, A. Wander Ltd</i>	
<b>7</b> Implementation and Organization of Strategic Planning in the Astra Group	109
<i>Lars Adler</i> <i>Director, Strategic Planning, AB Astra, Stockholm</i>	
<b>8</b> Corporate Planning in a Multinational Environment: the CPC Europe Approach	121
<i>J. R. Champion</i> <i>Manager, Planning and Information Systems, CPC Europe</i>	

<b>9</b>	Planning for Fresh Produce Distribution	143
	<i>Peter Walding</i>	
	<i>Corporate Planning Manager, Fyffes Group Ltd</i>	
<b>10</b>	Corporate Planning in Engineering	165
	<i>C. G. Ahlquist</i>	
	<i>Group Planning Manager, Simon Engineering Ltd</i>	
	Index	185