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Dr. Cook points out that strategic action is seldom included in any contemporary intepretation or application of strategy, yet action is both the realization of strategy and the creation of new possibilities beyond strategy. In that sense, strategic action is the end and the beinning of strategics.

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STRATEGICS: The Art and Science of Holistic Strategy Most of what passes for strategic planning is just long-range planning, comprehensive planning, or in some cases merely program or project planning. Cook maintains that even to attempt strategy follows a coherent system of strategic thinking, strategic planning, and finally strategic action.

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Both the Process (planning) and the Discipline (plan) are based on Strategics: The Art and Science of Holistic Strategy and its three areas of emphasis –Strategic Thinking, Strategic Planning, and Strategic Action.

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Art and science can also be conceptualized as "right brain" and "left brain" thinking, respectively, with the former being more intuitive, holistic, and subjective, and the latter more logical, analytical and objective - both are needed to gain full understanding of an issue and develop the most appropriate solution.

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