<http://www.primaxijcmr.org/wp-content/uploads/2017/02/St.Josephs-college-BBA-January-2016-ilovepdf-compressed12.pdf#page=39>

<https://books.google.com/books?hl=en&lr=&id=QyVShIi2_ecC&oi=fnd&pg=PR11&dq=The+essential+component+in+positioning+executives+to+make+thoughtful+decisions+about+their+organization%26%2339%3Bs+mission+and+goals,+and+properly+allocate+resources+to+achieve+those+directives&ots=ckns0uWn0B&sig=X2FNt2IaZk4M4WCWd3B48Ygr_zw#v=onepage&q&f=false>

<http://tsg3.us/tnsg_lib/unit_dig_lib/fm22_100/chp07.pdf>