



The SMART Criteria: The SMART way to set objectives (Management & Marketing Book 25)

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The SMART way to set objectives

This book is a practical and accessible guide to understanding and implementing the SMART criteria, providing you with the essential information and saving time.

In 50 minutes you will be able to:

- Understand the 5 criteria that make up the SMART method (Specific, Measurable, Attainable, Realistic and Time-Bound)
- Follow the steps and ask the right questions in order to always set objectives that are achievable
- Apply the model in many different areas, including project management, marketing and personal development.

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50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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