



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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