Chapter 1: Introduction to tax strategy. The objective of the book is to provide you with a framework that is useful for thinking about how taxes affect decisions, both at the individual level and within organizations. The book adopts a global planning approach to taxes and business strategy. A. The three key themes underlying our approach to effective tax planning. 1. Effective tax planning requires the planner to consider the tax implications of a proposed transaction for all parties to the transaction. 2. Effective tax planning requires the planner to consider all taxes. 3. Effective tax pl