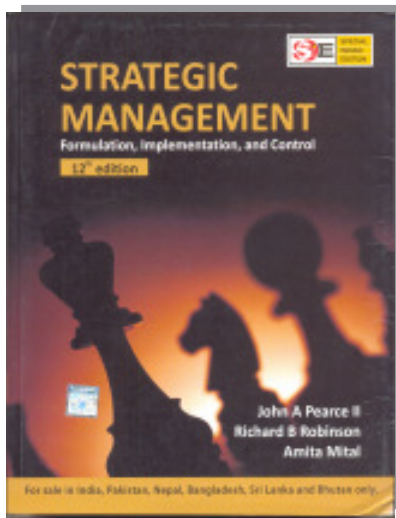


STRATEGIC MANAGMENT

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Strategic management is the central activity of all successful organizations today. From the time when its conceptual foundations were laid in the 1960s, its theory and practice have been subjected to intensive research, argument and development under such headings as general management, business policy, corporate strategy and long-range planning. The text should prove useful to students and prospective managers in helping them understand why organisations have developed a formal strategic process to gain competitive advantages. Readers will find the concepts and techniques discussed in enough detail, as useful in new business situations.

This book is split into four parts, First part covers overviews of strategic management, second part deals with strategy formulation and third part discusses about the strategy implementation, control and innovation. Final part consists of cases that are classified as short cases and comprehensive cases. The book discusses many interesting topics, including CSR and Business Ethics, Global Environment, Organisation Structure, Leadership and Culture and Innovation and Entrepreneurship. The authors have discussed these topics with relative strategic information.

One section in the book talks about Model for grand strategy clusters. This is extremely important, because the key to the model is useful to determining competitive advantages in global industries. The authors have discussed the designing of profitable business model which helps the business people for making profit.

Guide to Strategic Management Case Analysis helps students and teachers. They elaborately explain the business strategies and multi-business strategies with its elements in separate chapters. Usual chapters are like company mission, long term objectives and strategy implementation explained in detail with suitable exhibits are amazing and easy to understand.

This book provides a structured approach to dealing with some of the common problems faced by managers such as foreign branching, equity investment, product leadership and customer intimacy. It is exactly useful for both students and real time corporate managers. Moreover, it is a fantastic reference on strategic management issues that crop up ever so often in the workplace.

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