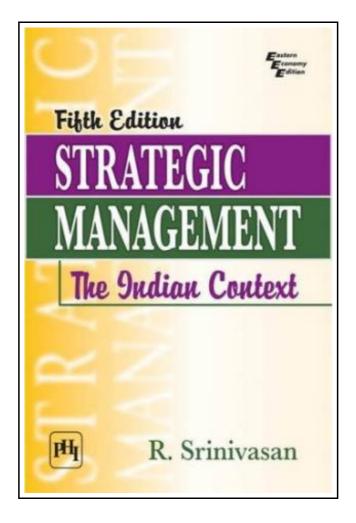
Strategic Management: The Indian Context, (Fifth Edition)



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Reviews

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Bernie Mante PhD)

STRATEGIC MANAGEMENT: THE INDIAN CONTEXT, (FIFTH EDITION)



PHI Learning 0. Softcover. Book Condition: New. 5th or later edition. The revised and updated Fifth Edition gives an in-depth and incisive analysis of the basic principles of strategic management. The exposition of these principles is reinforced by seven case studies that encompass the broad spectrum of Indian companies. These case studies are culled mainly from manufacturing and information technology, and include both private and public sector units. The case studies will be of immense help to the budding managers as well as provide them with the requisite practical orientation for understanding the strategic management issues. The inclusion of the concepts, theory and case studies in a single, compact volume is the main feature of the book, which makes the subject easier to understand and learn. Intended primarily as a textbook for postgraduate students of management and commerce, this book is of immense help to all those attending management development and executive development programmes. New to This Edition? A brief section on ?Government Initiatives? is added in Chapter 4. ? Section on ?CSR activities mandated by the Government of India?, have been incorporated in Chapter 5. ? A new case study on Indian Airline has been introduced. ? All case studies of the previous edition have been updated with latest company information and development. Contents: Preface Preface to the First Edition Section I: Introduction to Strategic Management 1. Basic Concepts of Corporate Strategy 2. The 7-S Framework Section II: Board of Directors and Corporate Responsibility 3. Corporate Governance 4. Code and Laws For Corporate Governance 5. Social Responsibility Section III: Environmental Landscape Analysis 6. External Environmental Analysis 7. Internal Corporate Analysis Section IV: Strategy in Action 8. Strategy Formulation 9. Strategy Implementation 10. Evaluation and Control Section V: Strategic Enablers 11. R&D and Strategy 12. IT and Strategy 13....



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