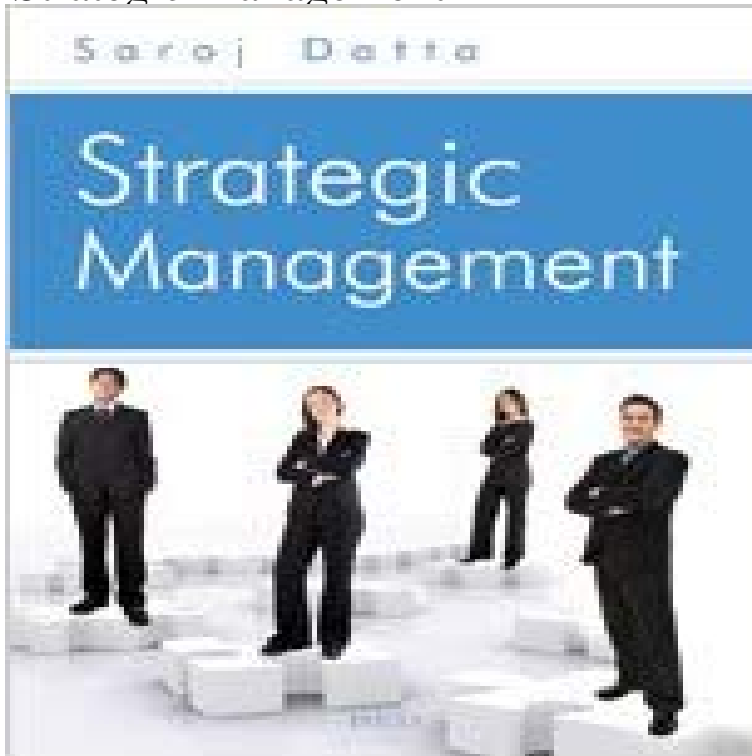


Strategic Management



This comprehensive text provides fundamental and broad knowledge about strategic management and policy. It offers a thorough, state-of-the-art treatment of the critical business skills that are required to plan and manage strategic activities and business policies in today's corporate world. It introduces the readers to the various tools and techniques being used by the firms competing in the national, as well as in the global economy. The book has been enriched with examples and brief descriptions given as Strategic Memo in each chapter. The case studies given at the end of the book can be used to teach and discuss a comprehensive range of topics, thus providing an integrated view of the concepts. Key Features - Examples and brief descriptions given as Strategic Memo in each chapter. The examples range from traditional industries like dairy farming to modern digital entities like Facebook - A case study at the end of each chapter to discuss in class or as an assignment, on topics pertaining to that chapter - A separate chapter devoted to case studies, to facilitate holistic discussions of the strategic dilemmas and solutions that can be offered

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