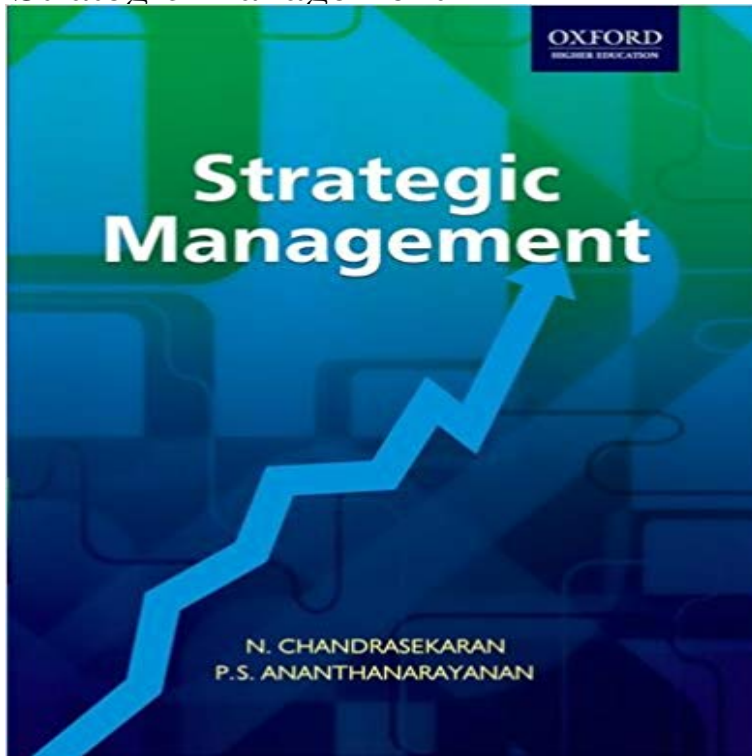


Strategic Management



Strategic Management is a comprehensive textbook designed to meet the requirements of postgraduate management students. Written in a student-friendly style, it includes discussions on concepts and research in the field, and provides a balanced approach to the subject. The book begins with introducing the basic concepts and objectives of strategic management. This is followed by a discussion on environmental analysis and forecasting techniques as well as models. Further, it explores corporate strategies, their formulation and implementation. The book addresses issues regarding corporate social responsibility and corporate governance and emphasizes the importance of evaluating and controlling the effectiveness of a strategy. It also deals with the analysis of business cycles with reference to cost impact, other than explaining about risk management and its measurement. The book concludes with a chapter on case analysis which contains matter on the applications of strategic management and 14 real life case studies.

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