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focusing on strategic management this text presents contemporary research in the area and emphasizes conceptual tools and skills it contains multiple business week and traditional strategic management cases and presents a pedagogical model created by the authors gives chapter outline to indicate the topics covered in each chapter provides diagrams and tables to illustrate the text includes examples from indian organisations incorporates chapter end summary for quick recapitulation gives test questions culled from mba m com and bba examinations includes case studies at the end of every chapter this textbook is designed for the students of mba and m com besides it will also be useful to the students of mhrod mib and mbe students of postgraduate diploma in global business operations chartered accountancy and bba will also find this book useful

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this succinct textbook takes students through the key stages of strategic management analysis formulation and implementation with an emphasis on providing students with the essential tools of analysis

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this text looks at contemporary research in strategic management with an emphasis on conceptual tools and skills created by scholars and practitioners in the field

for undergraduate and mba strategic management or business policy courses this is the book that enables students to transfer conceptual classroom learning to strategic application in their professional lives

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