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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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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

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this book uses case studies to analyze how companies have implemented business strategies to adapt from analogue to digital from hardware based to software based and from incremental to radical innovation in the new generation competition through this analysis the distinctive features and challenges of these companies are examined from the perspective of innovation strategy focusing on dynamic capabilities of the companies a major objective of this monograph is to identify the key determinants that make up the dynamic capabilities of the companies in international competitive marketplaces in other words the analytical focus is on clarifying the consistency and differences between the representative dynamic capability theory and the innovation strategies of companies examined in this study it also presents management strategies from the perspective of organizational transformation when confronting companies with cost competitive and innovative resources the common feature of the studied companies is that entrepreneurial managers and leaders have played the critical roles in creating new business units with organizational transformation the book demonstrates the differences in innovation strategies from those of typical companies previously analyzed this book is highly recommended not only to academicians but to businesspeople who seek an in depth and up to date overview of unique innovation strategies of companies that are leaders in global markets

understanding strategic management is the ideal introduction to strategy for students in one semester courses who require an informative yet practical approach the book's four part structure defines the concept of strategy before using the overarching strategic framework of analysis formulation and implementation to show how strategy can be used to develop a sustainable competitive advantage in business making use of chapter maps and learning objectives to guide students through the complexities of the subject the author conveys the realities of strategic management through a diverse selection of international and contemporary examples strategy in focus boxes use examples from popular media to show how strategic management issues appear in the headlines we read every day a longer integrated case example closes every chapter tying in multiple strategic challenges that affect businesses of all kinds

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implanting strategic management

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