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teaching strategic management classes can be a very difficult challenge for professors in most business schools strategic management is a capstone course that requires students to draw on insights from various functional courses they have completed such as marketing finance and accounting to understand how top executives make the strategic decisions that drive whether organizations succeed or fail many students have very little experience with major organizational choices this undermines many students engagement in the course our book is designed to enhance student engagement a good product in any industry matches what customers want and need and the textbook industry is no exception it is well documented that many of today's students are visual learners to meet students wants and needs and thereby create a much better teaching experience for professors

strategic management of companies and organisational entities is not merely about the long term it is also about having a holistic and end to end perspective the practice of strategic management goes beyond conceptual and analytical development of strategies and execution thereof it has deep behavioural and philosophical undertones as well this book strategic management practice and philosophy for india inc brings together multiple concepts of competitive strategy and strategic leadership of companies and organisational entities into one volume it reflects the author s rich and diversified experience covering the last forty six years of operational and strategic leadership roles in indian and multi national companies across multiple industries the book will be useful for executives managers and leaders as well as management students the book will provide several additional insights and constructs for academicians engaged in management teaching and research

strategic management is basically a continuous process of identifying and describing the strategies of an organization which managers use for the achievement of better performance and gaining competitive advantage for the organization this book deals with the basic concepts in strategic management covering some of the important theories and related examples associated with the topic this book is prepared to keep in mind the need for beginners who are keen on taking up a management career to helping them understand the basics of strategic management for all other enthusiastic readers this book is good learning material we assume the reader has a basic knowledge of management concepts analytical thinking and strategic thinking are a plus strategic management is basically a continuous process of identifying and describing the strategies of an organization which managers use for the achievement of better performance and gaining competitive advantage for the organization this book deals with the basic concepts in strategic management covering some of the important theories and related examples associated with the topic

the text presents a systematic route for planning which has been explained in main with a single case analysis this has been done with an aim to develop among the readers requisite analytical acumen for strategic planning there is an extensive coverage of tools and techniques for environmental analysis and diagnosis identification of internal capabilities and generation of strategic alternatives for making the final strategic choice implementation aspects have been dealt with in details in addition checklists and analytical methods have been provided to induce objectivity in the thinking process

featuring eight chapters foundations in strategic management offers a concise comprehensive look at the most important topics in the field today based on a traditional approach to teaching strategic management this text provides students with a solid foundation in the subject area and instructors with room to supplement the text with material of their choosing with their text strategic management of organizations and stakeholders 2e coming out concurrently with this abbreviated text harrison and st john are proven writers in their field able to successfully condense the subject matter without compromising on quality or depth their comprehensive text is also offered in a cases version with accompanying case notes making a perfect companion for the smaller foundations

thorough yet concise essentials of strategic management 2e is a brief version of the authors market leading text strategic management an integrated approach 8e following the same framework as the larger book essentials helps students identify and focus on core concepts in the field in a more succinct streamlined format based on real world practices and current thinking the text s presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage cutting edge research new strategic management theory and a hands on approach allow students to explore major topics in management including corporate performance governance strategic leadership technology and business ethics in addition a high quality case program examines small medium and large companies both domestic and international so that students gain experience putting chapter concepts into real world practice in a variety of scenarios important notice media content referenced within the product description or the product text may not be available in the ebook version

strategic management begins with mission policy information and strategists internal and external environmental information determining strategic objectives and formulating the master strateg

this collection of readings representing the historical evolution of the subject of strategic management covers two volumes the first provides an introduction to the roots of modern thought and proceeds to dissect more recent contributions into four schools the discussion on the first two of these the planning and practice school and the learning school are contained in volume one discussions on the latter two the positioning school and the resource based school are featured in volume two it is essential that the two volumes are read in conjunction as the study is continuous and the dissection made for purely printing purposes

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