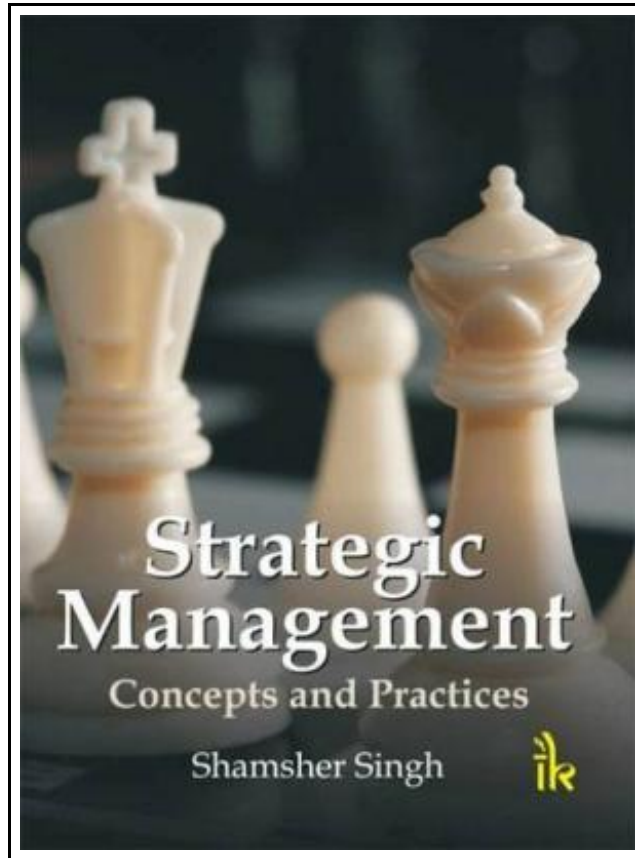


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I.K. International Publishing House Pvt. Ltd., 2014. Paperback. Book Condition: New. 18cm x 24cm. The objective of this book is to develop an understanding of the Strategic Management process in a dynamic and competitive global environment so that students are able to perform in the changing business environment. Strategic management is the process of understanding the role and functions of the top management, how it plans and implements various strategies. Strategic management is an ongoing process that evaluates and controls the business and the industry in which the company is involved; assesses its competitors and sets goals and strategies to meet all the existing and potential competitors; and then reassesses each strategy regularly to determine how it has been implemented and whether it has succeeded or needs replacement by a new strategy to meet changed circumstances, new technology, new competitors, a new economic environment, or a new social, financial, or political environment. This book will help in understanding how the strategic management has evolved over a period of time, what strategies have been adopted by the different organizations around the world during the last and present century and what lessons students can learn from the approaches adopted by the different strategists and the organizations. The main objective of this book is to present the strategic management concepts, issues and processes in a simplified, logical and sequential manner so that a large number of student fraternity at graduate and postgraduate level are benefited. Key features: ò Discusses new paradigms of managing challenges in corporate enterprises, ò Includes a separate chapter on ôStrategies of Mergers and Acquisitions, ò Highlights strategy execution and implementation factors, ò Emphasizes organizational culture and its relevance in organizational effectiveness, ò Usage of the ideas of prominent scholars in the field, ò In each chapter, an opening case...



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