



Strategic Management: Text and Cases

By Kesho Prasad

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In this book, the author has endeavoured to bring home to the readers the concepts, practices and approach to Strategic Management and its relevance in the context of the changing global economy. The book discusses 27 cases of successful enterprises that have excelled in performance as a result of the application of strategic thinking and decisions. It underlines the point that strategic management is a continuous activity and that a successful strategy is an integral part of the process of management.

Balanced scorecard, strategic mapping and benchmarking find proper treatment in the book as new approaches to strategic management. These are integral components of strategic management and have been covered with live cases.

This is an ideal text for the students of management and commerce.

KEY FEATURES

- Organizational strategies for winning the customers/gaining competitive advantage over rivals are elaborately discussed.
- Need for strategic leadership in industry is emphasized in the backdrop of the competitive challenging industrial environment.
- Principles of balanced scorecard, strategy mapping and benchmarking are thoroughly discussed through live cases.
- Provides several live cases of Indian and international enterprises to illustrate how these organizations benefited from their new approaches.

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Strategic Management: Text and Cases By Kesho Prasad Bibliography

- Sales Rank: #2496361 in eBooks
- Published on: 2009-11-23
- Released on: 2009-11-23
- Format: Kindle eBook

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