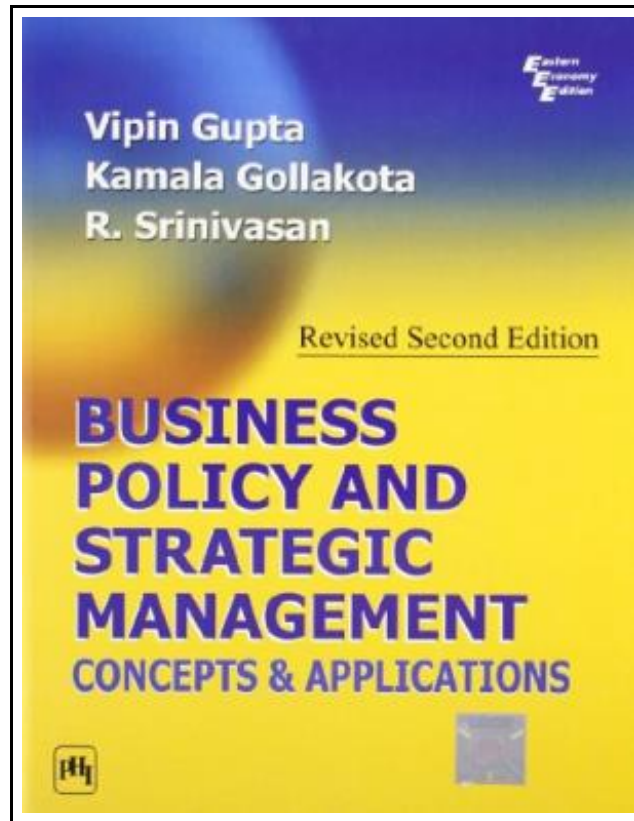


Business Policy and Strategic Management: Concepts and Applications (2nd Revised edition)



Filesize: 2.26 MB



Reviews

Great electronic book and useful one. It can be written in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Kian Harber)

BUSINESS POLICY AND STRATEGIC MANAGEMENT: CONCEPTS AND APPLICATIONS (2ND REVISED EDITION)



PHI Learning. Paperback. Book Condition: new. BRAND NEW, Business Policy and Strategic Management: Concepts and Applications (2nd Revised edition), Vipin Gupta, Kamala Gollakota, R. Srinivasan, This innovative introduction to business policy and strategic management, covering both the illustrative cases and conceptual foundation, offers authoritative approaches to strategic leadership in emerging markets. Among its many unique features, this comprehensively updated and revised second edition is structured to help students think strategically. The major organizational issues in strategy development are covered through an analytical study of: nine different perspectives on organization to capture the rich history of the discipline and enlighten the nature of strategy; the concept of strategic intent to guide action; 9-M model to analyze strategies in functional areas of manpower, materials, methods, money, manufacturing, machine, marketing, motivating, and manipulating; competitive gaming model to strategize different types of market structures; internetworking model to develop high-performance Internet ventures; strategic business model to unfold hidden value into new directions. It also covers: value model to explain strategic elements of innovation and technology management; ethical and international issues in the context of corporate governance; strategic leadership model relevant to the emerging market ground realities; and, strategic control model (both balanced and extended scorecard) to explore the influence of environmental and cultural contexts on effective performance. The text is well supported by more than one thousand sources of international research, India-focused case studies and experiential assignments. This comprehensive text on theory and practice of strategic management is a must read for management students as well as business practitioners and consultants.

-  [Read Business Policy and Strategic Management: Concepts and Applications \(2nd Revised edition\) Online](#)
-  [Download PDF Business Policy and Strategic Management: Concepts and Applications \(2nd Revised edition\)](#)

Relevant Kindle Books



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your...

[Read ePub »](#)



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Read ePub »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Read ePub »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Read ePub »](#)



My Windows 8.1 Computer for Seniors (2nd Revised edition)

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, My Windows 8.1 Computer for Seniors (2nd Revised edition), Michael Miller, Easy, clear, readable, and focused on what you want to do Step-by-step instructions for the...

[Read ePub »](#)