



Business Policy and Strategic Management

By G.V. Satya Sekhar

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The knowledge of business policy and techniques of strategic management is the need of the hour to prospective business managers. The present competitive environment has brought several drastic changes in policy making and strategic management. Hence, there is necessity of theoretical understanding about the business policy as well as strategic management. Most of the organizations have started adopting strategic management system.

This book focuses on conceptual approach to the subject as well as some select case studies, which make a foundation to the knowledge of strategic management.

Contents: Introduction / Process of Strategic Management / Corporate Capability Analysis / Strategy, Structure and the Strategist / Environment Analysis and Diagnosis / Business Strategy Analysis / Functional Strategies / Corporate Financial Strategies / Strategies and Project Implementation / Strategy Alternatives / Strategy Evaluation and Control / Strategies for Global Business / Appendix / Case Studies / Index.

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