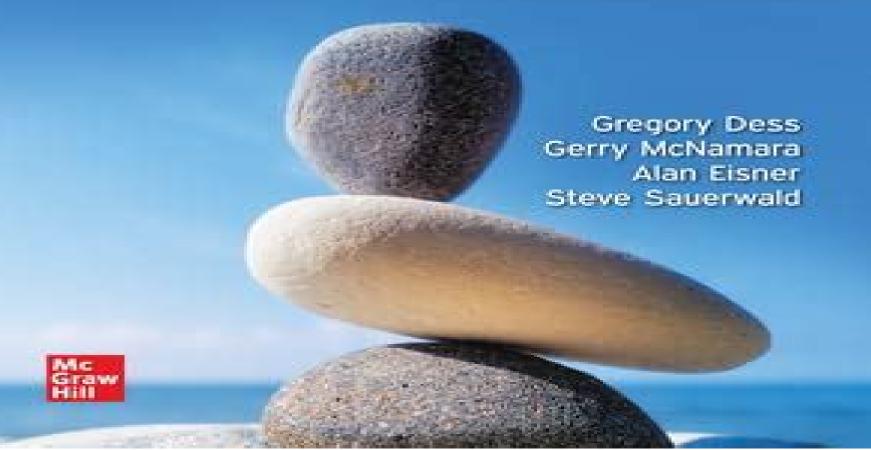
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Strategic Management Text And Cases 4th Revised Edition

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Sivaramakrishna, 2009 This book on Strategic Management and Business Policy has been designed considering the problem of students in finding out an easily understandable book covering by and large all the relate topics This book presents the fundamental concepts of Strategic Management with current examples and illustrations in simple lucid and student friendly manner The book along with other topics covers a Business Vision Mission and Objectives b Environmental and Internal Analysis c Corporate Business Functional Global and e Business Strategies d Strategic Analysis and Choice e Strategic Implementation Issues f Strategic Evaluation and Control g Case Study Methodology The main feature of this book is a comprehensive coverage of popular analytical frameworks such as i SWOT Analysis ii Porter s Five Forces Model iii Ansoff s Product Market Grid iv Value Chain Analysis v BCG Matrix In addition concepts like core competence competitive advantage customer driven strategy etc are elaborated extensively in the book The book is very useful for the courses such as MBA PGDBA BBA BBM and other professional programmes at graduate and postgraduate level **Hidden Champions Case Compendium** Jan-Philipp Büchler, Christina Hoon, 2024-07-02 This textbook provides an in depth portfolio of case studies of globally operating and market leading medium sized companies mostly based in Germany Students in the field of strategic management family business management information technology and engineering may comprehensively explore the success factors of these hidden champions Assignments and discussion sections help to dive deeper into the topics of innovation internationalization and leadership Practitioners may gain valuable insights into growth trajectories and strategic decisions for achieving and sustaining market leadership All case studies have been developed in direct cooperation with the International Business-Society Management Rob van Tulder, Alex van der companies and tested in teaching Zwart, 2005-12-16 In the twenty first century as traditional divides are redefined bargaining over corporate responsibilities has increasingly centred around corporate reputation and the question of whether businesses are part of society s problems or part of their solution This ground breaking book treats issues strategies and societal interaction in a homogenous manner and analyzes the nature of the international bargaining society as it has matured Discussing and contextualizing contemporary debates on international corporate social responsibility globalization and the impact of reputation this key text integrates them into a new and coherent framework Societal Interface Management Using this unique framework it explores the interfaces between international corporations governments and civil society representatives Analytic and revealing the text applies the framework to in depth studies of Nike Shell Triumph International GlaxoSmithKline and ExxonMobil It investigates the conflicts surrounding Burma blood diamonds child labour oil spills food safety patents on HIV AIDS medication and labour rights that have resulted in a large number of disciplining activities An accompanying website www ib sm org contains additional case studies as well as issue dossiers on the challenges confronting international firms Drawing on a wealth of experience both in research and teaching the authors have developed a text that integrates reputation responsibility ethics and accountability Clearly constructed it is a must have book for all those studying or teaching business

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