

# STRATEGIC MANAGEMENT *2e*



FRANK T. ROTHAERMEL

# Strategic Management Concepts 2e

**Jeffrey H. Dyer**



## Strategic Management Concepts 2e:

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management practices that have shaped successful international and Indian companies emphasising the creation of intangible and physical assets in competitive markets

**Evolution of Strategic Management** It traces the development of strategic management from various perspectives including Long Range Planning Business Policy and Corporate Planning to its current significance in ensuring sustainable growth in a fluctuating business environment

**Comprehensive Approach** The text presents a holistic view of strategic management covering the spectrum from strategic planning to execution It addresses the challenges of global mergers market entries and technological advancements highlighting their impact on corporate strategies and host countries

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**For a Diverse Audience** Aimed at management students practising managers and professionals across sectors this book elucidates concepts tools and techniques of strategic management making them relatable to real life business situations

**Structured Learning Experience** Each chapter begins with clear learning objectives and unfolds systematically blending theory with practical applications Illustrations examples from real life or industry and case studies for classroom discussion are included to enrich the learning experience

The detailed contents of the book are as follows

**Chapter 1** Introduction to Strategic Management o Case Study Indian Oil Corporation Ltd Bharti Airtel o Sub Topics Introduction to Management and Strategy Evolution of Strategic Management Schools of Thought Relevance of Strategic Management for an Organization The Strategic Management Process o Others Summary Keywords Review Questions Project Assignments

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*Management* J I Moore,2001-04-05 Strategic management is the central activity of all successful organizations today From

the time when its conceptual foundations were laid in the 1960s its theory and practice have been subjected to intensive research argument and development under such headings as general management business policy corporate strategy and long range planning But as J I Moore explains no matter what its name strategic thinking has always addressed the same issue the determination of how an organization in its entirety can best be directed in a changing world     **Strategic Management** Jeffrey H. Dyer,2017-09-12     **General Management, 2nd edition** J. Kroon,1998

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