



Strategic Management: The Indian Context, (Fifth Edition)

By R. Srinivasan

PHI Learning 0. Softcover. Book Condition: New. 5th or later edition. The revised and updated Fifth Edition gives an in-depth and incisive analysis of the basic principles of strategic management. The exposition of these principles is reinforced by seven case studies that encompass the broad spectrum of Indian companies. These case studies are culled mainly from manufacturing and information technology, and include both private and public sector units. The case studies will be of immense help to the budding managers as well as provide them with the requisite practical orientation for understanding the strategic management issues. The inclusion of the concepts, theory and case studies in a single, compact volume is the main feature of the book, which makes the subject easier to understand and learn. Intended primarily as a textbook for postgraduate students of management and commerce, this book is of immense help to all those attending management development and executive development programmes. New to This Edition? A brief section on ?Government Initiatives? is added in Chapter 4. ? Section on ?CSR activities mandated by the Government of India?, have been incorporated in Chapter 5. ? A new case study on Indian Airline has been introduced. ? All...



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