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

By Vipin Gupta, Kamala Gollakota, R. Srinivasan

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

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