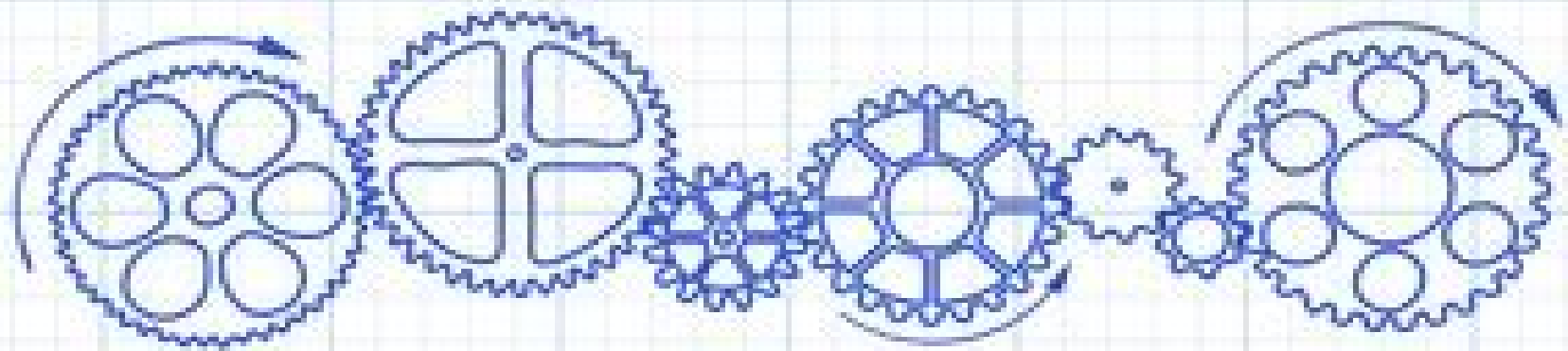


STRATEGIC MANAGEMENT



Strategic Management Text

**Gregory G. Dess, G. T.
Lumpkin, Gregory Dess G.T. Lumpkin
Marilyn Taylor**

Strategic Management Text:

Strategic Management (Text and Cases) Gupta C.B., Gives chapter outline to indicate the topics covered in each chapter Provides diagrams and tables to illustrate the text Includes examples from Indian organisations Incorporates chapter end summary for quick recapitulation Gives test questions culled from MBA M Com and BBA examinations Includes case studies at the end of every chapter This textbook is designed for the students of MBA and M Com Besides it will also be useful to the students of MHROD MIB and MBE Students of postgraduate diploma in global business operations chartered accountancy and BBA will also find this book useful *Strategic Management* James M. Higgins, Julian W. Vincze, 1993

Strategic Management Peter Wright, Charles D. Pringle, Mark J. Kroll, 1992 Designed to help students practice what courses teach this text provides a current analysis of strategic management Its concepts are illustrated with examples from real organizations both large corporations and small developing businesses *Strategic Management* Gregory G. Dess, G. T. Lumpkin, Alan B. Eisner, 2006 Strategic Management Gregory G. Dess, G. T. Lumpkin, Gregory Dess G.T. Lumpkin Marilyn Taylor, 2002-08-29 Responding to the demands of today's rapidly changing and unpredictable global marketplace this book provides a solid treatment of traditional topics in strategic management Contemporary topics such as entrepreneurship knowledge management e commerce and internet strategies are also covered **Strategic Management Text** Peter L. Wright, Prentice Hall PTR, Charles D. Pringle, Mark J. Kroll, Le Moyne College, 1995-01-01 **Strategic Management** V. S. P. Rao, V. Hari Krishna, 2003-12 Designed to facilitate understanding and retention of the material presented each chapter contains the following pedagogical features u Opening Case Each chapter begins with an opening case highlighting strategies and actions followed by Indian companies while trying to exploit the opportunities present in a competitive environment u Real World Examples Each chapter contains a number of real world examples illustrating how a particular firm has exploited the gaps present in the environment using its own resources to best advantage u Terminology Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised form u References Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic further u Personality Profiles Personality sketches of leading corporate heroes have also been provided at appropriate places illustrating the manner in which they fought against heavy odds and emerged as winners in the end u Review and Discussion Questions Following the terminology review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking u Research Inputs The book provides a comprehensive coverage of a vast growing subject well supported by a wealth of research data collected from multifarious sources u Concluding Case Each chapter contains a thoroughly researched and widely acclaimed case picked up from Business Today relevant to the topic in question u Student Oriented Text The subject matter has been presented in a simple and lucid manner keeping the unique requirements of students in

mind *Strategic Management* Gregory G. Dess, Gerry McNamara, Alan B. Eisner, Seung-Hyun Lee, 2020-04-09

Strategic Management Gregory G. Dess, G. T. Lumpkin, Marilyn Taylor, 2003-03 Providing concepts and cases this work offers a treatment of traditional topics in strategic management It also contains topics such as entrepreneurship intrapreneurship knowledge management and intellectual capital and e commerce and Internet strategies Each case is supported with teaching notes that include the relevant exhibits Strategic Management Alex R. Miller, Gregory G. Dess, 1996 Miller clearly takes a stand The text emphasizes developing a competitive advantage for the purpose of achieving superior financial performance This central focus forms an integrating theme demonstrated from the start by the Architecture of Strategy framework The nature of strategic management is changing in such a way that all managers regardless of organizational level or functional specialty are becoming more involved in helping formulate and implement strategies for the entire business Every case was selected because it illustrates this concept in practice

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