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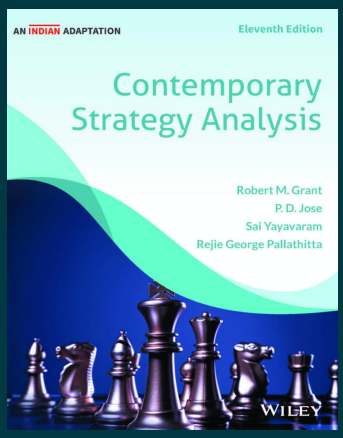

Contemporary Strategy Analysis, 11ed (An Indian Adaptation)

By Robert M. Grant, P. D. Jose, Sai Yayavaram, Rejie George Pallathitta

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Description

Contemporary Strategy Analysis, 11e, focuses on the essential tasks of strategy, showing readers how to use the tools of strategy analysis to identify, analyze, and exploit the sources of superior business performance to secure competitive advantage. This edition examines the role of strategy in a world reshaped by the COVID-19 pandemic and discusses a wide range of trending topics — such as the corporate social responsibility movement and environmental, social, and governance innovation.

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Table of Contents

Part I Introduction

Chapter 1 The Concept of Strategy

- Introduction and Objectives
- The Role of Strategy in Success
- The Basic Framework for Strategy Analysis
- What Is Strategy? Why Do Firms Need It?
- Locating and Describing Strategy
- How Is Strategy Made? The Strategy Process
- Strategic Management of Not-For-Profit Organizations

Part II The Tools Of Strategy Analysis

Chapter 2 Goals, Value, and Performance

- Introduction and Objectives
- Strategy as a Quest for Value
- Profit, Cash Flow, and Enterprise Value
- Putting Performance Analysis into Practice
- Beyond Profit: Values and Corporate Social Responsibility
- Beyond Profit: Strategy and Real Options

Chapter 3 Industry Analysis: The Fundamentals

- Introduction and Objectives
- From Environmental Analysis to Industry Analysis
- Analyzing Industry Attractiveness
- Applying Industry Analysis to Forecasting Industry Profitability
- Using Industry Analysis to Develop Strategy
- Defining Industries: Where to Draw the Boundaries
- From Industry Attractiveness to Competitive Advantage: Identifying Key Success Factors

Chapter 4 Further Topics in Industry and Competitive

- Analysis
- Introduction and Objectives
- The Limits of Industry Analysis
- Beyond the Five Forces: Ecosystems and Business Models
- Competitive Interaction: Game Theory and Competitor Analysis
- Segmentation and Strategic Groups

Chapter 5 Analyzing Resources and Capabilities

- Introduction and Objectives
- The Role of Resources and Capabilities in Strategy Formulation
- Identifying Resources and Capabilities
- Appraising Resources and Capabilities
- Developing Strategy Implications

Chapter 6 Organization Structure and Management Systems:

- The Fundamentals of Strategy Implementation
- Introduction and Objectives
- Strategy Formulation and Strategy Implementation
- The Fundamentals of Organizing: Specialization, Cooperation, and Coordination
- Developing Organizational Capability
- Organization Design

Part III Business Strategy And The Quest For Competitive Advantage
Chapter 7 The Sources and Dimensions of Competitive Advantage

- Introduction and Objectives
- How Is Competitive Advantage Established?
- Cost Advantage
- Differentiation Advantage

- Can Firms Pursue Both Cost and Differentiation Advantage?
- How Is Competitive Advantage Sustained?

8 Industry Evolution and Strategic Change

- Introduction and Objectives
- The Industry Life Cycle
- The Challenge of Organizational Adaptation and Strategic Change
- Managing Strategic Change

Chapter 9 Technology-Based Industries and the Management of Innovation

- Introduction and Objectives
- Competitive Advantage in Technology-Intensive Industries
- Strategies to Exploit Innovation
- Standards, Platforms, and Network Externalities
- Implementing Technology Strategies

Part IV Corporate Strategy

10 Vertical Integration and the Scope of the Firm

- Introduction and Objectives
- Transaction Costs and the Scope of the Firm
- The Benefits and Costs of Vertical Integration
- Designing Vertical Relationships

11 Global Strategy and the Multinational Corporation

- Introduction and Objectives
- Implications of International Competition for Industry Analysis
- Analyzing Competitive Advantage in an International Context
- Internationalization Decisions: Locating Production
- Internationalization Decisions: Entering a Foreign Market
- Multinational Strategies: Global Integration versus National Differentiation
- Implementing International Strategy: Organizing the Multinational Corporation

12 Diversification Strategy

- Introduction and Objectives
- Motives for Diversification
- Competitive Advantage from Diversification
- Diversification and Performance
- The Meaning of Relatedness in Diversification

13 Implementing Corporate Strategy: Managing the Multibusiness Firm

- Introduction and Objectives
- The Role of Corporate Management
- Managing the Corporate Portfolio
- Managing Linkages Across Businesses
- Managing Individual Businesses
- Managing Change in the Multibusiness Corporation

- Governance of Multibusiness Corporations

14 External Growth Strategies: Mergers, Acquisitions, and Alliances

- Introduction and Objectives
- Mergers and Acquisitions
- Strategic Alliances

15 Current Trends in Strategic Management

- Introduction and Objectives
- The New Environment of Business
- New Directions in Strategic Thinking
- Redesigning Organizations
- The Changing Role of Managers

Summary

Notes

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