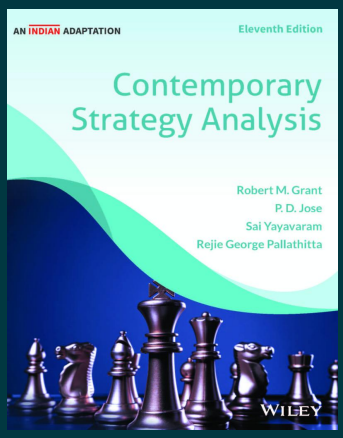
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Contemporary Strategy Analysis, 11ed (An Indian Adaptation)

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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Summary

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