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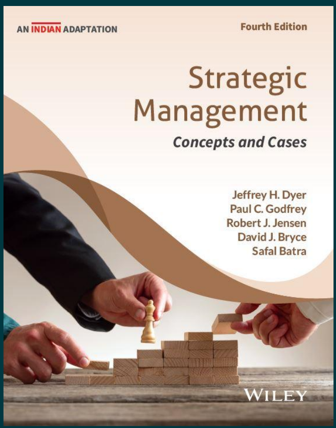

Strategic Management: Concepts and Cases, 4ed An Indian Adaptation

By Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce, Safal Batra

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Description

Strategic Management fourth edition delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools, the book engages students with an easy-to-understand learning experience to strategic management concepts. This Indian Adaptation sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, outstanding author-produced cases, and much more.

About the Author

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