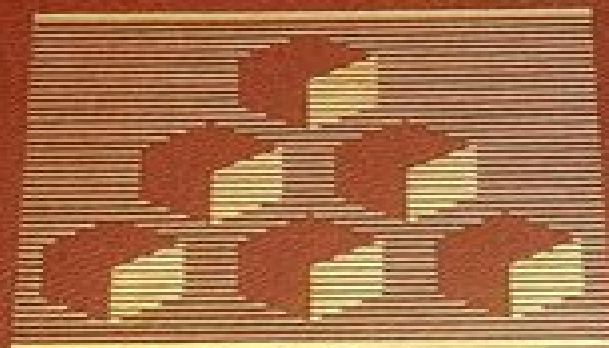


William F. Glueck  
Lawrence R. Jauch  
FOURTH EDITION



**BUSINESS  
POLICY  
AND  
STRATEGIC  
MANAGEMENT**

# Business Policy And Strategic Management Mcgraw Hill Series In Management

**Lawrence R. Jauch, William F. Glueck**



## **Business Policy And Strategic Management Mcgraw Hill Series In Management:**

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**Strategic Management and Business Policy** C Appa Rao,B Parvathiswara Rao,K Sivaramakrishna,2009 This book on Strategic Management and Business Policy has been designed considering the problem of students in finding out an easily understandable book covering by and large all the relate topics This book presents the fundamental concepts of Strategic Management with current examples and illustrations in simple lucid and student friendly manner The book along with other topics covers a Business Vision Mission and Objectives b Environmental and Internal Analysis c Corporate Business Functional Global and e Business Strategies d Strategic Analysis and Choice e Strategic Implementation Issues f Strategic Evaluation and Control g Case Study Methodology The main feature of this book is a comprehensive coverage of popular analytical frameworks such as i SWOT Analysis ii Porter s Five Forces Model iii Ansoff s Product Market Grid iv Value Chain Analysis v BCG Matrix In addition concepts like core competence competitive advantage customer driven strategy etc are elaborated extensively in the book The book is very useful for the courses such as MBA PGDBA BBA BBM and other professional programmes at graduate and postgraduate level

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second collection of cases to choose from The 10th edition with all its various components will be available throughout the life cycle of the 11th edition      *Strategic Management* A. Naga, In today s world change is the only constant factor In the last few decades there has been a radical change in how organizations function To survive in this highly volatile environment companies need a long term strategic vision and thinking In light of this strategic management has become a significant topic and is taught as the core subject in MBA PGDM programmes in Indian universities and business schools This is a book written in the context of the Indian business environment but with a global orientation It is comprehensive and contemporary in its approach      **Strategic Management** Samuel C. Certo,J. Paul Peter,1991 For courses in strategic management or business policy at either undergraduate or postgraduate level this text provides students with both strategic management knowledge and skills The second edition continues to provide comprehensive theory coverage incuding separate chapters on marketing finance and operations It includes many new cases new examples and applications with increased emphasis on such topics as the role of the board of directors in organizations There is an increased emphasis on small businesses

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