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Strategic Management

v Brief contents Prologue xxi Part I Introducing Strategic Management 1 1 Introducing strategy and strategy making 4 2 Thinking and acting strategically 43 3 Adopting a global perspective 78 4 Reading an uncertain future 113 Part II Strategic Environments and Competitive Advantage 157 5 Identifying opportunity and risk 160 6 Reading the competitive environment 199 7 Analysing resources

STRATEGIC MANAGEMENT - SVKM's NMIMS

Identify the nature and dimensions of strategic management Evaluate the need and significance of strategic management Describe the process of strategic management Discuss the vision in strategic management Explain the mission in strategic management Know about the business definitions of strategic management 11 INTRODUCTION

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Organizational Theory 9 1 Management and organization are too self-satisfied 2 Management and organization do not master the process of change 3 Management and organization underestimate the significance of vision In a knowledge society, companies are challenged by technology leaps, slides in values and globalization

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