

Strategic Management: Global Perspectives



Strategic management as a field of study aims to understand the formulation and application of various strategies to achieve objectives and competitive advantage in global marketplace. It focuses on systematic coordination of various activities in an organization. This book is a compilation of different chapters that discuss the most vital concepts and emerging trends in strategic resource allocation, competitive strategies and managerial decision making. The book emphasizes on theoretical and methodological aspects of strategic management. The case studies included in this book will serve as excellent guide for all the students and researchers engaged in the discipline and will help in developing a comprehensive understanding of this dynamic field.

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