



business operations, chartered accountancy and BBA will also find this book useful.

An analysis of current strategic management. The first third of the book comprises text, followed by about 40 case-study examples from real organizations.

The second edition of the book is richer in contents with updated concepts on strategic management. The entire text is restructured and fine-tuned to meet the needs of the students pursuing MCom/MBA/PGDBA and identical courses. The book, now divided into four parts, is focused on providing the readers broad perspectives on formulation of strategy, its processes, implementation as well as evaluation so as to assess its effectiveness. The book brings into fore the learning that a strategy is good if it passes the test of feasibility, acceptability and suitability. Now, the text incorporates 44 live cases of successful, reputable organizations, which have excelled as a result of application of strategic planning/strategic thinking in formulation and implementation of their strategies. Besides, references have been made of the practices in 65 successful global companies while discussing the concepts and practices. NEW TO THE SECOND EDITION Beginning with an overview of strategic management, the text analyzes important topics such as

- Environmental macro- and micro-factors of the organization, which underline success of an enterprise
- What develops sustainable competitive advantage in organizations
- Eight implementation techniques which are helpful in successful implementation of strategies
- Evaluation of strategy and GE-McKinsey matrix on measurement of organizational success
- Role and traits of strategic leadership for successful implementation of strategy in face of uncertain, turbulent and complex global market
- Learning from the case study on Mobil company

This book responds to the demands of today's rapidly changing and unpredictable global marketplace that students will face when they enter the business world. The concepts-only text provides students with a timely, rigorous, and relevant book, written in an engaging manner, to spur their interest and excitement. The book provides a solid treatment of traditional topics in strategic management as well as contemporary topics such as entrepreneurship, knowledge management, and e-commerce and internet strategies. Numerous applications from business practice plus sidebars (approximately six per chapter) bring key concepts to life. Instructors can create their own case volumes for use with the text from a variety of sources: preselected case packets, customizing from a recommended set which have been carefully mapped to the chapter concepts, or from the entire Primis database which features cases from Harvard, Darden, INSEAD, Ivey and other reputable sources.

Strategic Management: Text and Cases, Ninth edition, written by authors Dess, McNamara, Eisner, and Lee continues its tradition of being readable, relevant, and rigorous. Its engaging writing style minimizes jargon to maximize readability. It provides examples from management practice and societal themes including environmental sustainability, ethics, globalization, entrepreneurship, and data analytics to make the content relevant. It draws on the latest research by management scholars and insights from executives to balance accessibility with rigor.

Strategic Management: Creating Competitive Advantage, Seventh Edition, written by the well respected authors Dess/Lumpkin/Eisner/McNamara provide solid treatment of traditional topics in strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet strategies, crowdsourcing, environmental sustainability. The accessible writing style and wealth of new and updated illustrations, which clarify the most difficult topics, make this title an excellent resource for your students.

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