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international business is undergoing continuous transformation as multinational

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this book uses case studies to analyze how companies have implemented business strategies to adapt from analogue to digital from hardware based to software based and from incremental to radical innovation in the new generation competition through this analysis the distinctive features and challenges of these companies are examined from the perspective of innovation strategy focusing on dynamic capabilities of the companies a major objective of this monograph is to identify the key determinants that make up the dynamic capabilities of the companies in international competitive marketplaces in other words the analytical focus is on clarifying the consistency and differences between the representative dynamic capability theory and the innovation strategies of companies examined in this study it also presents management strategies from the perspective of organizational transformation when confronting companies with cost competitive and innovative resources the common feature of the studied companies is that entrepreneurial managers and leaders have played the critical roles in creating new business units with organizational transformation the book demonstrates the differences in innovation strategies from those of typical companies previously analyzed this book is highly recommended not only to academicians but to businesspeople who seek an in depth and up to date overview of unique innovation strategies of companies that are leaders in global markets

keeping in view the requirement of various management schools and professionals this book presents dynamically changing policies strategies

business models frameworks and practices of corporate enterprises in india and abroad in an interesting and stimulating manner the concepts are structured around the decision making process with suitable examples to enlighten students and managers with practices and techniques of making business strategies in today s competitive environment the book includes 13 real life indian cases to provide an invaluable opportunity to the readers to apply their theoretical knowledge in solving business problems by analysing strategic issues of specific organizations besides management studies the text will also prove useful to the students of commerce and allied areas key features discusses new paradigms of managing challenges in corporate enterprises includes a separate chapter on strategies of mergers and acquisitions highlights strategy execution and implementation factors emphasizes organizational culture and its relevance in organizational effectiveness

designed to facilitate understanding and retention of the material presented each chapter contains the following pedagogical features u opening case each chapter begins with an opening case highlighting strategies and actions followed by indian companies while trying to exploit the opportunities present in a competitive environment u real world examples each chapter contains a number of real world examples illustrating how a particular firm has exploited the gaps present in the environment using its own resources to best advantage u terminology key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised formu references each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic s further u personality profiles personality sketches of leading corporate heroes have also been provided at appropriate places illustrating the manner in which they fought against heavy odds and emerged as winners in the end u review and discussion questions following the terminology review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking u research inputs the book provides a comprehensive coverage of a vast growing subject well supported by a wealth of research data collected from multifarious sources u concluding case each chapter contains a thoroughly researched and widely acclaimed case picked up from business today relevant to the topic in question u student oriented text the subject matter has been presented in a simple and lucid manner keeping the unique requirements of students in mind

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the global economic recovery has created a business environment that is quite different and more complex than before this new edition of the textbook reveals how to conduct effective strategic planning in this new world order

intended as an introduction to the theory and practice of strategic management this book aims to enable the reader to identify and make connections between the key features and the issues and choices that arise from them

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