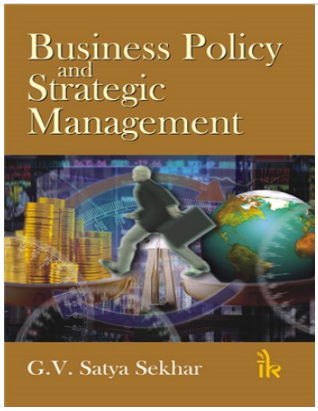
Book Information Sheet



Business Policy and Strategic Management, 1/e

G.V. Satya Sekhar

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About the Book

The knowledge of business policy and techniques of strategic management is the need of the hour to prospective business managers. The present competitive environment has brought several drastic changes in policy making and strategic management. Hence, there is necessity of theoretical understanding about the business policy as well as strategic management. Most of the organizations have started adopting strategic management system.

This book focuses on conceptual approach to the subject as well as some case studies, which make a foundation to the knowledge of strategic management.

Salient Features

Salient Features:

- Covers all the important modules including environmental analysis, formulating, functional strategies, strategic alternatives, implementation, evaluation and control.
- Includes all major milestone studies and is illustrated with many real-life examples.
- Each chapter starts with an overview and ends with a conclusion.
- Contains 9 case lets on different companies at the end of the book for analysis and discussion.

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