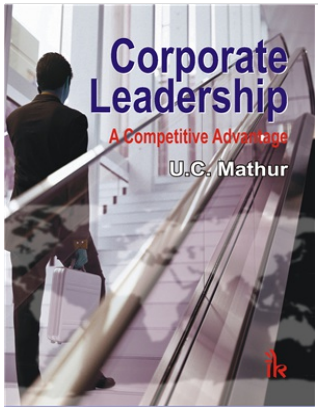
Book Information Sheet



Corporate Leadership: A Competitive Advantage, 1/e

U.C. Mathur

2012 | 200 pp | Paperback | ISBN: 9789381141601 | Price: 225.00

About the Book

Leaders have the power to take their organizations to great heights. The corporate leaders, therefore, need to acquire and continuously upgrade their skills, knowledge base and foresight for building and motivating their teams and creating an atmosphere for success. The book deals extensively with the entire gamut of corporate experience and various disciplines with leadership roles clearly delineated therein. Human angles include the soft-skills leaders need to develop, the ethical code and the moral value systems that make leaders successful are discussed at length in the book.

The book takes the students into the corporate leadership psyche as it extends to team building exercises, solving ethical issues as it also deliberates on the difficulties faced by the leaders while bringing in changes in the organisational streams, like corporate structure, culture, plans and policies, besides its vision, mission, goals and objectives. The book offers practical solutions for handling these problems.

The book covers all the strategic areas taught in the MBA and PGDM programmes with case studies.

Salient Features

- Covers the corporate leadership aspects in eleven chapters, explaining soft skills, different role of the managers, and solving ethical problems on a broader perspective.
- Provides case studies on organizational behavior, Microsoft Inc. USA, and Asian Paints Ltd. at the end of the book.
- Every chapter ends with an end note summarizing the topic.
- Provides practical solutions for handling problems faced in this context.

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- Solving Ethical Problems
- Leaders Enhance Brand Equity
- Case Studies.

About the Author

U.C. Mathur :- U.C. Mathur, recipient of Shiksha Rattan Puraskar, is Director, MDP and Professor, Integrated Academy of Management and Technology (INMANTEC). Besides teaching, he is involved in training the corporate managers, and corporate consultancy and has written textbooks on a variety of management subjects that are being used as textbooks in business schools both in India and abroad.

Professor Mathur started his career in the corporate world as a Junior Manager; came to hold positions as President and CEO World Digital, CEO Modi Telecom, CEO/Vice President Escorts Telecom and General Manager of Uptron. Later he took to teaching Management. He has taught at the Maharishi Institute of Management; Delhi School of Economics, Delhi University; Institute of Management Technology, Ghaziabad; Institute of Management Studies, Noida; Institute of Management Research, Ghaziabad; and Goa Institute of Management, Goa.