



Case Studies in Management, 2/e

Akhilesh Chandra Pandey

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BOOK REVIEW

Beautifully presented content with lots of case studies covering different aspect of Management under different circumstances. The Case material is sufficiently broadle in scope to satisfy any management student for their course requirements. one can learn about the approach towards Management related problem systematically by following standard procedure with regards to their analysis and exposition this book helped me to think systematically about major issues moreover it provided me with a methodology for analysing and reaching various rational conclusion about the management problems.

Ms. Shikha Agrahari
University of Allahabad

An excellent book which really explain each dimensions of understanding case study patterns. It really provide real insight in case study management in current scenario.

Prof. Rohit Kumar Vishwkarma, Assistant Professor,
United Institute of Management, Naini Prayagraj,
Uttar Pradesh

Very helpful in understanding case study management the book is of special value for undergraduate and postgraduate courses like BBA, MBA, MHRD, MIB as well as for B.Tech and MCA. The case material is sufficiently broad in scope and rigorous in coverage to satisfy any undergraduate and postgraduate courses in the field of management.

Mr. Anshuman Singh
University of Allahabad

This book presents practical understanding of the management problems. Broadly it is meant for the students who have basic training in management or commerce and also for those with little or no formal management background like MCA and Engineering. For management professionals, essential principles and concepts of management that are particularly relevant for understanding the problems of management are highlighted through issues for discussion.

Mr. Shantanu Srivastava
M.N.I.T

Each case study contains one relatively successful and the other less so in dealing with one or more of the critical issues or problems. All the case studies have been updated to reflect the latest available information of the corporate world.

Mr. Rishita Sharma
University of Allahabad

This book is a fascinating book that extols the virtues of decision making. The views of the writer are worth paying attention to. While much that is written in the mangement today is to make a quick buck or to have a number of publications in a year but Mr. Pandey takes a serious, reflective view of matters that are relevant to management and worth to read.

Mr. Akshat Kumar

This book was very helpful for my first and second year curriculum.It covers a wide range of case studies which will definitely improve your critical thinking in management scenarios and situations.

Mr. Prajwal Pandey

Very valuable and Interesting book
Mr. Ravi Mohan Lal
University of Allahabad

Excellent work , great help
Mr. Mohit

About the Book

This book presents practical understanding of the management problems. Broadly it is meant for the students who have basic training in management or commerce and also for those with little or no formal management background like MCA and Engineering. For management professionals, essential principles and concepts of management that are particularly relevant for understanding the problems of management are highlighted through issues for discussion. Thus, the book is of special value for undergraduate and postgraduate courses like BBA, MBA, MHRD, MIB as well as for B.Tech and MCA. The case material is sufficiently broad in scope and rigorous in coverage to satisfy any undergraduate and postgraduate courses in the field of management.

Each case study provides a descriptive analysis of the critical problems faced by leading organisations. Further more, each case study is chosen to reflect and illustrate a specific problem. Each case study contains one relatively successful and the other less so in dealing with one or more of the critical issues or problems. All the case studies have been updated to reflect the latest available information of the corporate world. Issues for discussion in each case are an attempt to explore the various facets of management principles involved for solving the problem.

Salient Features

- ▶ Provides 76 cases that are sufficiently broad in scope and rigorous in coverage, in all the functional areas of management.
- ▶ Covers almost all the corporate sectors, with cases from as diverse as entrepreneurship, FMCG, pharmaceuticals, services, automobile, television and so on.
- ▶ Gives an essential background on Decision Making and Guidelines for Case Analysis as a prelude to the cases.
- ▶ Focuses on management of organizations in both domestic and international contexts.
- ▶ Provides up-to-date available information from the corporate world.
- ▶ All cases have Questions at the end to facilitate classroom discussion.

Table of Contents

1. Decision Making
2. Guidelines for Case Analysis
- Case Studies :
1. H.R. Dilemma
2. Avinash Appliances
3. Green Industrial Products Ltd.
4. Role Conflict
5. Sri Krishna Paper Mill
6. Communication
7. Retrenchment
8. Fake Currency
9. Smartphone Vs. MP3 Player
10. LCD TV
11. Ice cream War
12. Telecom Services
13. LPG Companies
14. ACT-II
15. Tata Tea
16. Nokia-Collective Emotion
17. SEL
18. Seagull Thermowares

19. Coral Engineers
20. Jhelum Metals and Engineering Corporation
21. Crystal Milk Products Private Limited
22. Telerama Company
23. Starbucks
24. Bajaj Pulsar: Origin of the 'MALE' Species in Indian Bike Industry
25. Poona Coffee House
26. Diesel Marketing Mix
27. Innovation at Procter and Gamble
28. Marketing Research in Product Development: KELLOGG'S
29. Maruti 800
30. Nirma: Brand Values
31. Samsung: How they Did It?
32. Shell Inc.
33. The Tata Titans
34. General Motors
35. Nestle India Ltd.
36. Serial Entrepreneur
37. David Bruce: An Entrepreneur
38. Philip Green
39. Synergy
40. ASDA
41. General Electric
42. Overseas Packaging Ltd.
43. Air France, British Airways and the Concorde Disaster
44. Jollibee
45. Southgate Mall
46. Ford Motors
47. Maturing Metros
48. Retail Sourcing Hub
49. Pantaloon: ERP in Retail
50. Dell Computer Corporation
51. Promotion
52. Lifebuoy
53. Pepsodent Vs. Colgate
54. Sensodyne
55. Consumer Perception
56. Celebrity Vs. Utility
57. Parle-G
58. Deodorant Market in India
59. First Flight Couriers
60. DTDC
61. IndiGo Airlines
62. The Water War
63. AirAsia India
64. Mahindra & Mahindra Ltd.
65. Amul
66. Ajanta Biscuits Ltd.
67. Frito Lays
68. Energy Drinks
69. Micromax Ad-Campaign
70. GSK Consumer Healthcare
71. Toyota's Crisis Communications Troubles Auto
72. eBay Inc.
73. Horlicks

74. Tetra Pak Inc.

75. Sun Pharmaceutical Industries Ltd.

76. McDonald's Restaurants Built on Motivation References.

About the Author

Akhilesh Chandra Pandey :- is senior faculty in Department of Business Management, HNB Garhwal University (A Central University), Srinagar, Garhwal, Uttarakhand, having more than 17 years experience of teaching, research and training. He is an expert member of Technical Evaluation Committee of BSNL. He is Ph.D., MBA, and LL.B. from University of Allahabad. He is also an Associate Member of AIMA, New Delhi. His areas of interests are Organizational Behaviour and Consumer Behaviour. He has published more than 45 research papers in national and international refereed journals and presented 42 papers in various conferences. He is chief editor, Gumbad Business Review and member of Editorial Board for Vedang, Acme and Academy of Business & Retail Management Research, London. He is member of ISA; Society for Management Education, India; Strategic Management Forum, India and Circle for Child and Youth Research Cooperation in India. He was invited to present his research paper in International Sociological Association, Goteborg, Sweden and International Trade and Academic Conference, London in 2010. He had visited University of Goteborg, Sweden; University of Sri Jayewardenepura, Sri Lanka; University of Wollongong in Dubai, Dubai; and Zayad University, Abu Dhabi.