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**In Strategic Management: Theory
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A. Parnell leads readers through
detailed, accessible coverage of the**

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strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis

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**to a chapter at the end of the book,
Parnell aligns each chapter's key
concepts with 25 case analysis steps.
Current examples and high interest
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The Wall Street Journal and
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**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**

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keys to how strategy works. This book is designed to help students think critically and understand fully how to strategically manage their future firms. In so doing, it will enable them to adapt and learn, even as their circumstances change; to apply sound logic and reasoning, even in new and

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responsibilities. It focuses on practical applications, examples and cases that will be useful for both students and HR managers. It serves two important purposes: to provide an academically rigorous study, and at the same time, offer comprehensive and user-friendly pedagogy. The case studies cited in

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the book are from across the globe, including studies from India, and will appeal to a large audience.

Most strategic management textbooks seem to stem from the old belief that "more is always better" (tm). But in this age of data deluge, many are calling for a return to the basics. If

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students can master the core concepts and learn how to apply these basics, they are bound to be better equipped to approach and resolve even the most complex problems. This book, unlike most textbooks, focuses on the core concepts of strategic management, aiming to help students

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understand the basic ideas of the field more clearly, rather than overloading them with new, peripherally-related information. With cases designed to help students apply their deeper understanding of the core concepts, this book will equip any student with the solid grounding in strategic

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narrative and cases, the authors
skilfully examine the development of
strategy, organizational capabilities,
and management roles and
responsibilities for operating in the
global economy. The key concepts are
developed in eight chapters that are
supplemented by carefully selected

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practical case studies from world-leading case writers. All chapters have been revised and updated for this eighth edition to reflect the latest thinking in transnational management while retaining the book's strong integrated conceptual framework. Ten new cases have been added, and four

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covering, by and large,
all the relate topics.

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current examples and
illustrations in simple,

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manner. The book, along
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Case Study Methodology The
main feature of this book
is a comprehensive

coverage of popular
analytical frameworks,
such as: (i) SWOT Analysis
(ii) Porter's Five Forces

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Model (iii) Ansoff's
Product/ Market Grid (iv)
Value Chain Analysis (v)
BCG Matrix In addition,
concepts like core
competence, competitive
advantage, customer-

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driven strategy, etc., are
elaborated extensively in
the book. The book is very

useful for the courses,
such as MBA, PGDBA, BBA,
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programmes at graduate and

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scenarios of decision

making and problem solving

in large and small

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organizations from both
the manufacturing and
service sectors. There is

also appropriate emphasis
on non-accounting inf

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thorough coverage of
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environmental
sustainability,
businesses' use of blogs
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is rounded off by rich,
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provide solid treatment of
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entrepreneurship, innovation,
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discusses strategic formulation
and implementation perspectives
and practices, including vision
and mission, general
environment analysis, industry
analysis, competitive advantage,
resource and capability view,

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generic strategies, business level
strategy, corporate level
strategy, international strategy,
change and turnaround, strategic
implementation, and strategic
controls, as well as flexibility
embedded in these concepts. It

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competitive presence and
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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

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that are vital to understanding
strategic management have been
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which they fought against heavy
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the end.u Review and Discussion

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the latest skills and
concepts with unrivaled
clarity, helping students
develop their own cutting-
edge strategy through skill-
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research and concepts. This
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cases and end-of- chapter
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