



Archana Dadhe

Strategic Management

Art of treatment of the critical business skills needed
to place strategic activities management

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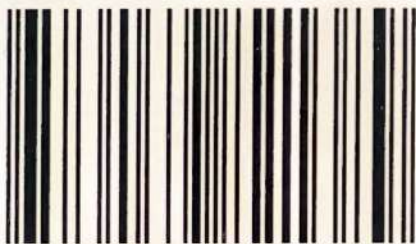
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This book on Strategic Management is specially designed for those who are the students of MBA, PGDM & Executives. It focuses on the art of treatment of the critical business skills needed to plan and manage strategic activities. Units of this book cover entire strategic management process and techniques that aid strategic analysis, decision making, implementation, and control. In a multi-business enterprise, which is involved in several businesses, there is a need to have strategies at two levels – a corporate level strategy for the company as a whole and a business level strategy for each of the separate business of the company. It allows students to move quickly into strategy implementation considerations from an executive perspective. Well executed strategy definitely ensures successful achievement of organizational goals & objectives. But changes in external & internal environment of an organization may not allow the firm to achieve desired goals & objectives. The environmental changes may take place at any stage of strategy implementation. Strategists should systematically review, evaluate, & control the process of strategy implementation.



Dr. Archana Dadhe is with MBA department G.S. College of Commerce & Economics, Nagpur. She has done Ph.D, MBA, PGDIMM, PGDIM & DIM. She is having 20 years of experience in the field of Academics. She has several research publications to her credit. She has authored 8 books on management at National & International level.



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