



Understanding Strategic Management: Theory and Practice

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‘Understanding Strategic Management’ covers key topics and theories of strategic management. The author has drawn examples of prominent Global and Indian companies. The examples are suitable and well-structured to illustrate numerous strategies in detail, and they cover various business functions. The book will help faculties to check sources and information to flowchart topics and assignments.

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About the Author

Dr. Vidya Hattangadi, a prominent academician known for her passion for research has authored this book. She holds post graduate degree in HRM from Pune University, PhD in Marketing Management from Pune University and D.litt for her research work in Management Studies from University of Mumbai. She has worked successfully few projects as consultant which has added flavour to her writing of this book.

