
Book Review

Title: Strategic Management , Text and Cases , 14th revised and enlarged edition 2014.

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The book provides an analytical framework for understanding the complex business organization in the dynamic business environment. It covers range of issues pertaining to strategy, mission, objectives and processes involved in strategic management of a business.

The author has made many additions to the previous edition of the book such as Limitations of Strategic Management, Total view of strategic intent, Market Opportunity Index, Sustainable Competitive Advantage, ERP, Value Chain: Value addition through vertical integration, An extension of Two-dimensional Portfolio Analysis (SPACE), Corporate Parenting, Activation of Strategy, Strategic Budgeting, Structure based on Supply Chain Management, Strategy of Technology Management, Policy on R&D in the Context of Production and Purchasing, Branding, Marketing Mix policy, Foreign Currency Financing of Capital, Buyback of shares, SEBI Guidelines, 2009, Motivation and incentives in the context of Human Resource Management, Influence of other Agencies in Union – Management Relations. Also , new cases have also been added in this edition.

Each Chapter is supplemented with appendices which provide glimpse of real life strategic issues faced by organizations in dynamic business environment.

The book is divided into 19 chapters wherein 18 chapters deal with Strategic Management issues and the 19th Chapter deals with the case method of learning and training potential managers. There are six comprehensive cases in this chapter which bring out key factors, issues and implications of strategy and its management.

The book follows a systematic flow for better understanding of concepts. Each chapter explains the concept and then it progresses with concept building and its application in the appendix.

Author has kept in mind diverse needs of users while planning the book. Simple language, Diagrams and figures, appendices from industry at the end of each chapter should be appreciated by Teachers and Potential Managers. Another distinct feature of the book is the appendices section at the end of each chapter where the author has added industry vignettes pertaining to a concept. The book is written on the basis of MBA and M.Com syllabi of University of Delhi. This will help teachers planning their curriculum by keeping the best curriculum in mind. The book provides a separate section on Test questions and Cases based on each chapter at the end. The end term examination papers of last five years from different universities should have been given to enable students assessing their learning level in comparison to the standard of other universities. Also, addition of short and objective type questions would have enabled the immediate testing of the students' knowledge . A section on Strategic Thinking / Application Activity after significant chapters will be a very useful teaching aid.