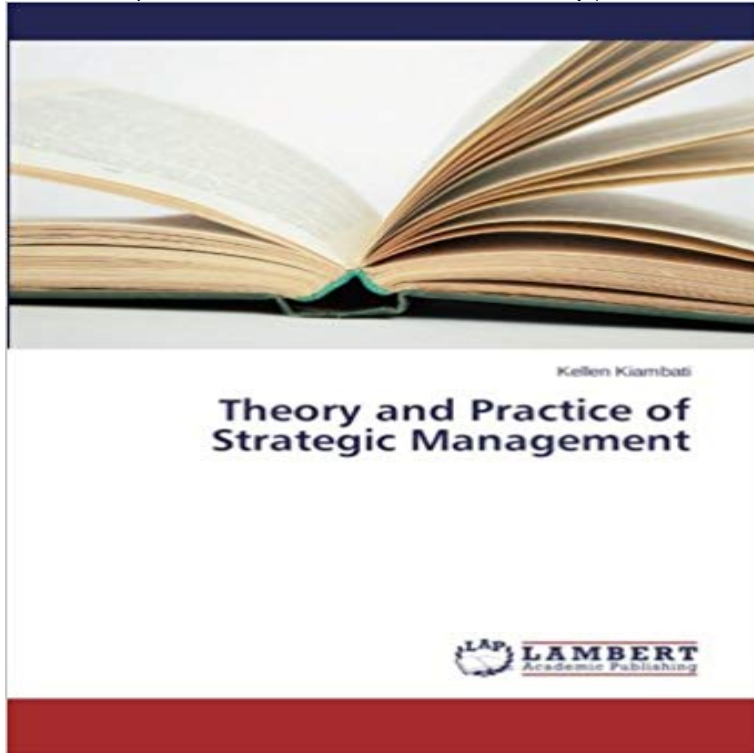


Theory and Practice of Strategic Management



This book is meant to bridge the gap between theory and practice by developing an understanding as to when and how to apply concepts and techniques learnt in other related disciplines. Strategies are the means by which long-term objectives will be achieved. Business strategies may include geographic expansion, diversification, acquisition, product development, market penetration, retrenchment, divestiture, liquidation and joint ventures. Strategies are potential actions that require top management decisions and large amounts of the firm's resources. This book is a perfect illustration of what strategic management entails.

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