

Application For Tata Motors Passenger Vehicle Dealership

Students trying to navigate the strategy jungle may lose sight of the fact that strategic management is about creating value in an organization. Understanding strategic management is a core part of all business qualifications and this textbook brings a new and easy-to-follow understanding of this vital business function. In addition to walking the student through the basics of the subject, the authors provide an array of analytical tools to help facilitate a thorough understanding of strategic management. The book addresses thoroughly the impact of financial markets on a firm's strategic capabilities, as well as looking at other challenging environmental factors. Aided by an array of student-friendly features, such as: learning objectives, 'strategic management in practice' case studies and review questions in each chapter, Strategic Management will help students to excel in their strategic management classes and better prepare them for the real business world. A comprehensive companion website, containing a wealth of supplementary materials for students and lecturers alike, is available at: <http://www.routledge.com/cw/wftzroy>.

The globalization of the competitive landscape has forced companies to fundamentally rethink their strategies. Whereas once only a few industries such as oil could be labeled truly global, today many-from pharmaceuticals to aircraft to computers-have become global in scale and scope. As a consequence, creating a global competitive advantage has become a key strategic issue for many companies. Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to what extent.

his highly acclaimed text, now in its Sixth Edition, is designed as a first-level course in MBA and professional programmes. It explains how to prepare, analyze, and interpret financial statements. NEW TO THIS EDITION, • Chapters: Chapter 7 Financial Assets, Chapter 9 Operating Liabilities, Chapter 10 Financial Liabilities, and Chapter 15 Earnings Analysis and Qualitative Information. • Topics: Accounting fraud and red flags, cash flow ratios, economic value added, foreign currency accounting, and joint arrangements. • Expanded coverage: Earnings quality, earnings management, and pro forma measures. • Standards: IFRS, Ind AS and Indian GAAP comparisons for key items in financial statements. • Real-world cases: Amazon, Lanco, National Spot Exchange, Olympus, Suzlon, Valeant Pharmaceuticals, and TCS, Toshiba. • Interview: Professor Suraj Srinivasan, Harvard Business School. • Pedagogical features: Application, Discussion Question, Forensic Corner, Ladder, One-minute Quiz, Quick Question, Real World, and Speed Read. • Examples: New examples in Chapter Vignette, Earnings Quality Analysis, and Financial View. • New Material and Revision: Additional and revised text and figures in almost all chapters.

Particularly in developing economies, there is a need for business alignment with innovation strategy and execution of strategies. The authors demonstrate through real-world examples and case studies how a firm can use innovation at all levels (strategic, functional and operational) to provide benefits to the entire value chain.

Management Principles and Applications

Concepts and Cases from the Indian Automobile Industry

Sun Tzu, Michael Porter, and Beyond

A MANAGERIAL PERSPECTIVE, 6th Edition

India Transformed

Innovation and IPRs in China and India

Grandma in the Board Room (GIBR) is a gripping corporate saga of a current-day IT company, EmergePro, in the crucial years between the Chennai floods to the COVID19 lockdown. Emerge Pro is about to make a pathbreaking announcement. The protagonist of the story Krishna Prasad (KP), after a successful stint as its CEO, steering EmergePro from decline to unimaginable growth within a span of five years, is the architect of this surprise move. The story begins with an employee get-together, where the suspense is to be broken with an announcement by the founder. It weaves through the memory shares of the past five years of the stakeholders in this growth story. KP, an outsider CEO recruited before Chennai floods, has to find his way through the maze of corporate relationships and win the support of a diverse and disinclined leadership team. The journey winds through diverse ethnicity and leadership styles - weak leader Ananth Ram, indifferent Subendu Das, intimidatingly aggressive Suhus Ratnam, caring MD Rengarajan, faithful Neha Khosla, naive and enthusiastic Krithika, talented but not-so-confident Ashok Kumar, ever-grateful Swetha Prakash, etc., - a complex intertwined spaghetti of minds. KP has to carefully use his fork without breaking the links. How the wisdom of the stories KP had learned in his childhood from his grandma helps him overcome the challenges faced by him is a great learning and a great read as well.

Is it the appearance? The brand name? Performance? Or is it something much deeper? In this book, Dr. Babar Zamaan identifies the factors that influence prospective premium car buyers. A must read for marketing students,and professionals in the automobile industry.

I have written this book in simple language, so that the students can understand the subject matter very easily. I have given model questions at the end of each chapter.

This systematically organized text, now in its second edition, gives an in-depth analysis of the multidimensional aspects of strategic marketing. Comprising a harmonious blend of theoretical aspects and real-world applications, the book presents the framework that governs a firm's strategic decisions in the area of marketing. Divided into five parts, the text attempts to provide an explanation and critical analysis of the core concepts that have driven the growth and development of the subject for decades. At the same time, emerging coverage of all contemporary concepts and formats of marketing, including retailing, internet marketing, and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

A novel integration and extension of two global strategy classics: Sun Tzu's military strategy and Michael Porter's business strategy.

Retention Factors for Automobile Industry

Valuation: Theories and Concepts provides an understanding on how to value companies that employ non-standard accounting procedures, particularly companies in emerging markets and those that require a wider variety of options than standard texts provide. The book offers a broader, more holistic perspective that is perfectly suited to companies and worldwide markets. By emphasizing cases on valuation, including mergers and acquisition valuation, it responds to the growing expectation that students and professionals must generate comprehensive perspectives based on thorough investigations and a library of valuation theories. Readers will gain a better understanding of the development of complete analyses, including trend analysis of financial parameters, ratio analysis, and differing perspectives on valuation and strategic initiatives. Case studies include stock market performance and synergies and the intrinsic value of the firm are compared with offer price. In addition, full data sets for each chapter are available online. Provides an understanding on how to value companies that employ non-standard accounting procedures, particularly companies in emerging markets Gives readers the ability to compare the intrinsic value of the firm with the offer price Showcases a variety of valuation techniques and provides details about handling each part of the valuation process Each case has data in excel spreadsheets for all companies, and data sets for each chapter are available online

Innovation Management: Strategies, Concepts and Tools for Growth and Profit is a unique book in the rapidly growing discipline of Innovation Management. It seeks to build on the experience from an earlier discipline-Competitive Strategy. It took more than two decades for practitioners to realize that successful strategy is driven by implementation, not by formulation. Similarly, successful innovation-the key to growth and profit-rests on disciplined management and implementation of the innovation process from start to finish. This book first answers the key questions: Why innovate? How to innovate? Who innovates? It then provides 10 essential and practical tools to help innovators guide their ideas to marketplace success. Following the publication of the successful first edition, and in response to many readers' positive feedback for its case studies, the second edition contains a large number of new mini case studies about innovative start-ups, businesses, and ideas in the period of 2007-12 Innovation Management shows how companies and individuals can transform creative ideas into powerful, sustainable, change-the-world businesses and emphasizes the crucial role of execution in implementing inspiring ideas.

Emerging Applications of Nanoparticles and Architecture Nanostructures: Current Prospects and Future Trends discusses the most important current applications of nanoparticles and architecture nanostructures, taking into account their unusual shapes and high surface areas. In particular, coverage is given to applications in aerospace, automotive, batteries, sensors, smart textile design, energy conversion, color imaging, printing, computer chips, medical implants, pharmacy, cosmetics, and more. In addition, the book discusses the future of research in these areas. This is a valuable reference for both materials scientists, chemical and mechanical engineers working both in R&D and academia who want to learn more on how nanoparticles and nanomaterials are commercially applied. Provides an in-depth look at the properties of nanoparticles and architecture nanostructures in terms of their applicability for industrial uses

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This innovative introduction to business policy and strategic management, covering both the illustrative cases and conceptual foundation, offers authoritative approaches to strategic leadership in emerging markets. Among its many unique features, this comprehensively updated and revised second edition is structured to help students think strategically. The major organizational issues in strategy development are covered through an analytical study of: Nine different perspectives on organization to capture the rich history of the discipline and enlighten the nature of strategy. The concept of strategic intent to guide action. 9-M model to analyze strategies in functional areas of manpower, materials, methods, money, manufacturing, machine, marketing, motivating, and manipulating. Competitive gaming model to strategize different types of market structures. Internetworking model to develop high-performance Internet ventures. Strategic business model to unfold hidden value into new directions. Value model to explain strategic elements of innovation and technology management. Ethical and international issues in the context of corporate governance. Strategic leadership model relevant to the emerging market ground realities. Strategic control model (both balanced and extended scorecard) to explore the influence of environmental and cultural contexts on effective performance. The text is well supported by more than one thousand sources of international research, India-focused case studies and experiential assignments. This comprehensive text on theory and practice of strategic management is a must read for management students as well as business practitioners and consultants.

Productivity is the key driver of business success. This book brings out several important aspects of product strategy, drawing upon examples from the Indian automobile industry, which is verily the bellwether of the Indian economy. The automobile industry is not only a strategic industry economically but also an instructive industry intellectually. The industry is the cradle of modern management and is a synthesis of various functional strategies. The growth of the automobile industry or, for that matter, any consumer-facing industry lies in its ability to maintain a continuous pipeline of new and innovative products, substantive in functionality and stylistic in appearance. The automobile industry provides the perfect backdrop for discussing products as the core of the corporate business strategy. The global automobile industry, including the Indian automobile industry, is at an inflection point with portends of an unprecedented transformation. The drivers of this transformation are already seen in terms of connected vehicles, autonomous mobility, electric vehicles and digital technologies. The book, through its eighty chapters, demonstrates the synergistic interplay between technology and business, strategy and execution, innovation and inventiveness, enterprise and regulation, indigenization and globalization, structure and process, resourcing and spend, and leadership and management. This interplay would determine India's ability to become a major player in this transformation. This book will be of interest to industry professionals, policy makers, the academic community and the general public.

Innovation Management: Strategies, Concepts and Tools for Growth and Profit combines the extensive knowledge and international experience of authors Shilomo Matul and D. V. R. Seshadri. The book aims to teach readers in a systematic way how to effectively build winning business strategies and help companies achieve sustained growth and profit through innovation. Written in a focused and interesting manner, the authors believe that the three key reasons to innovate are to: energize people; build growth and profit; and survive.

Upgrading and Innovation in Asia

Strategic Management

Strategies, Concepts and Tools for Growth and Profit

International Business 4E

Twenty-Five Years of Economic Reforms

FNANCIAL ACCOUNTING

This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies as well as challenges of rural marketing are given. This Fourth Edition boasts of incisive coverage of all contemporary concepts and formats of marketing, including retailing, internet marketing, and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

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In the increasingly turbulent political climate, there has been growing interest in economic and international relations with Asia. Understanding the business practices in countries of this region, particularly uncertainties, risks, and opportunities associated with doing business in Asia, will be key for competing in a global economy. Dynamic Perspectives on Globalization and Sustainable Business in Asia provides perspectives on the challenges and opportunities of business growth in Asia with strategic insights on knowledge production, innovation, and disruptive technologies. Featuring coverage on a broad range of topics such as consumer behavior, financial literacy, and value perception, this book is ideally designed for academicians, researchers, government officials, policymakers, and practitioners seeking current research on the development of networks to support competitive advantage in the global economy and viable enterprises.

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Nanovation

Chemistry and Technology

BUSINESS POLICY AND STRATEGIC MANAGEMENT

STRATEGIC MARKETING : MAKING DECISIONS FOR STRATEGIC ADVANTAGE, SECOND EDITION

"RETENTION FACTORS FOR AUTOMOBILE INDUSTRY"

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Product Strategy and Corporate Success

Innovative Firms in Emerging Market Countries

Current Prospects and Future Trends

I-Byte Hospitality July 2021

BUSINESS MODEL SIMPLIFIED

I-Byte Automotive March 2021

Marketing is a way of doing business. It is all pervasive, a part of everyone's job description. Marketing is an expression of a company's character, and is a responsibility that necessarily belongs to the whole company and everyone in it.

A compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. The authors describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. In 23 lessons, a comprehensive overview of all key issues is given. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. In this third edition, all chapters have been updated, all case studies revised, new chapters and recent data were integrated.

In this commemorative volume, India's top business leaders and economic luminaries come together to provide a balanced picture of the consequences of the country's economic reforms, which were initiated in 1991. What were the reforms? What were they intended for? How have they affected the overall functioning of the economy? With contributions from Mukesh Ambani, Narayana Murthy, Sunil Mittal, Kiran Mazumdar-Shaw, Shivshankar Menon, Montek Singh Ahluwalia, T.N. Ninan, Sanjaya Baru, Naushad Forbes, Omkar Goswami and R. Gopalakrishnan, India Transformed delves deep into the life of an economically liberalized India through the eyes of the people who helped transform it.

Do you have the eyes, the ears, and the hands to be a Nanovator? You're about to find out. In India, entire families' too poor to afford a car'crowd onto a single motor scooter every day to brave the legalized traffic lurching through the streets. One evening Tata Motor's venerable chairman Ratan Tata witnessed something on those rain-soaked streets that both horrified him and birthed a dream: an overloaded scooter lost traction in a busy intersection and sent several members of the family tumbling across the pavement. In that moment Nanovation took root in Tata's imagination. The very idea was supposed to be impossible. A safe and appealing family car for the price of a motor scooter? The experts dismissed it. But Ratan Tata was undeterred. When budget constraints, design restrictions, the rising costs of materials, and political agitation threatened to derail the project, Team Nano pressed on. This is the story of how, in the face of insurmountable odds, Tata Motors created one of the greatest innovations in the auto industry since Model-T. Nanovation has disrupted an entire industry and changed the game for India forever. Imagine what it can do for your business. Is your company changing the way society functions? What's your Nanovative idea? It's time to get moving! Warning! Don't read this book unless you are ready to challenge management dogma, taken-for-granted assumptions, and outdated systems by asking "what if?" and "why not?"-to some of your industry's toughest questions. But, if you're ready to revolutionize the products you make, the processes you use, and the companies you build, pull up a seat at the drafting table with the creators of the Nano, the most important car to roll off the assembly line in decades. Discover the thinking that bred their ingenuity and the leadership that encouraged them to overcome adversity, to take risks despite their fear of failure, and to innovate beyond their customer's wildest expectations. Endorsements: "If you're interested in stoking the fires of innovation and making a profit while making a difference, Nanovation is a must read." "Indra K. Nooyi, chairman and CEO, PepsiCo "The Freiberg's deep dive into a company that transformed an entire industry is loaded with hands-on advice- and a warning not to downsize your dreams!"- Gary Kelly, chairman, president and CEO, Southwest Airlines "Nanovation is for leaders who want to leave a lasting legacy in the world." "Chris Connor, chairman and CEO, Shermin-Williams Company "Read Nanovation and learn what you can do to create an innovative culture in your organization." "Ken Blanchard, co-author One Minute Manager, Full Steam Ahead, and Lead with LUV "Nanovation is a must read for any leader." "Zenc Danziger, CEO, Wyndham Hotel Group "Nanovation is for leaders who want to shake it up." "Bruce Bochy, manager, 2010 World Champion San Francisco Giants "Vibrant and energetic, the passion of the authors reflects that of the innovators it chronicles...A practical guide for creating a radical culture of innovation." "N.R. Narayana Murthy, founder-chairman and chief mentor, Infosys Ltd.

Industrial Dynamics in China and India Fundamentals of Global Strategy Making Cars in the New India Organization Structure & Design - Applications And Challenges Development with Global Value Chains Industry, Precarity and Informality

In a globalized society, individuals in business, government, and a variety of other fields must frequently communicate and work with individuals of different cultures and backgrounds. Effectively bridging the culture gap is critical to success in such scenarios. Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications explores contemporary research and historical perspectives on intercultural competencies and transnational organizations. This three-volume compilation will present a compendium of knowledge on cultural diversity and the impact this has on modern interpersonal interactions. Within these pages, a variety of researchers, scholars, professionals, and leaders who interact regularly with the global society will find useful insight and fresh perspectives on the field of cross-cultural interaction.

The rise of innovative firms in emerging market economies is an increasingly topical issue. However, the literature has lagged behind in helping us understand this phenomenon. Addressing this gap, the book draws on a variety of firm-level experiences across a range of key countries, sectors, and institutional contexts. Despite the obvious differences, the book finds a commonality in these experiences: they have all been influenced by shifts in the institutional, technological, and policy environment, in particular by the opening up of emerging market economies over the past three decades, and the consequent increase in international business interactions. Across the different countries surveyed in Asia and Latin America, the book argues that firm level innovation has been strongly influenced by capabilities that had previously been built up in a relatively closed environment. However, in the current more open environment, it is suggested that innovation among firms also reflects differences in these national historical contexts, as well as in the different forms of interaction with international business that have subsequently emerged. This book is a valuable resource for academics, researchers, and graduate students in international business and technology management.

Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally. International Business: Concepts, Methodologies, Tools, and Applications presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate libraries who serve researchers, scholars, business executives and professionals, and graduate-level business students.

This book examines the two most populous nations on earth – India and China – in an effort to demystify the interaction between intellectual property rights (IPR) regimes, innovation and economic growth by critically looking at the economic and legal realities. In addition, it analyzes the question of how innovation can best be transformed into IPR, and how IPR can best be exploited to encourage innovation. Comparing and contrasting these two giant nations can be highly beneficial as China and India were the two fastest-growing economies in the last three decades, and together their populations make up one third of the world's total population; as such, exploring how to sustain their growth via innovation and commercialization of IPR could have a tremendous positive impact on global well-being. While a study of these two mega countries with such diverse dimensions and magnitudes can never be truly comprehensive, this joint effort by scholars from law, business management and economics disciplines that pursues an empirical approach makes a valuable contribution. Divided into three parts, the first offers an in-depth doctrinal and empirical analysis. The second part exclusively focuses on India, while the last is dedicated to China.

Marketing Management, 2nd Edition

A Business Model Approach

Introductory Microeconomics 11

Search and Research in Commerce and Management

Emerging Applications of Nanoparticles and Architectural Nanostructures

Valuation

Highlighting the major economic and industrial changes in the lubrication industry since the first edition, Synthetics, Mineral Oils, and Bio-Based Lubricants: Chemistry and Technology, Third Edition highlights the major economic and industrial changes in the lubrication industry and outlines the state of the art in each major lubricant application area. Chapters cover the use of lubricant fluids, growth or decline of market areas and applications, potential new applications, production capacities, and regulatory issues, including biodegradability, toxicity, and food production equipment lubrication. The highly-anticipated third edition features new and updated chapters including those on automatic and continuously variable transmission fluids, fluids for food-grade applications, oil-soluble polyalkylenes glycols, functional bio-based lubricant base stocks, farnesene-derived polyolefins, estolides, bio-based lubricants from soybean oil, and trends in construction equipment lubrication. Features include: Contains an index of terms, acronyms, and analytical testing methods. Presents the latest conventions for describing upgraded mineral oil base fluids. Considers all the major lubrication areas: engine oils, industrial lubricants, food-grade applications, greases, and space-age applications Includes individual chapters on lubricant applications—such as environmentally friendly, disk drive, and magnetizable fluids—for major market areas around the globe. In a single, unique volume, Synthetics, Mineral Oils, and Bio-Based Lubricants: Chemistry and Technology, Third Edition offers property and performance information of fluids, theoretical and practical background to their current applications, and strong indicators for global market trends that will influence the industry for years to come.

Auto manufacturing holds the promise of employing many young Indians in relatively well-paid, high-skill employment, but this promise is threatened by the industry's role as a site of immense conflict in recent years. This book asks: how do we explain this conflict? What are the implications of conflict for the ambitious economic development agendas of Indian governments? Based upon extensive field research in India's National Capital Region, this book is the first to focus on labour relations in the Indian auto industry. It proposes the theory that conflict in the auto industry has been driven by twin forces: first, the intersection of global networks of auto manufacturing with regional social structures which have always relied on informal and precariously-employed workers; and, second, the systematic displacement of securely-employed 'regular workers' by waves of precariously-employed 'de facto informal workers'.

This document brings together a set of latest data points and publicly available information relevant for Automotive Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

The syllabus covered in the book reflect a study of the theory of Economics with specific reference to Indian Economy

Strategic Change and Transformation

WITH EXAMPLES FROM GLOBAL COMPANIES

CONCEPTS AND APPLICATIONS

Case Studies for the Digital Age

Text and Cases

Innovation Strategy for Enterprises in Emerging Economies

What is Business Model? Different people define the concept of business model differently. For the average person, business model merely describes the way in which a firm makes money. Some see it as the company plan for generating revenues, some see it as the structure of operations and how to organize various activities to provide services, others define it as the architecture of the organization and division of resources to generate profits. Companies and society has always been the rubrics that holds the very make up of business activities. Combined, these two forces form the essence of contribution to what makes economy, shaping our daily activities, and the formation of business cycles. Given the ever-increasing complexity of the global marketplace, business (exchange of good and services, manufacturing, farming, production, distribution, sales and consumption) is rooted in the way we live and how our societies and ultimately nations, progress. A viable, efficient and effective business model is vital to organizational success of failure.

Strategic change and transformation are words used very commonly in business parlance but rarely defined. Besides, change and transformations are often used interchangeably. Thus the correct perspective of viewing change and transformations is missing from management literature. How is change different from transformation? Do all changes lead to renewal? What are the characteristics of strategic changes? This re-addresses some of our current assumptions and understanding of change and transformation when viewed through both academic and business lenses. It is a balanced and well-rounded perspective on how strategic change and transformation can be brought about successfully in organizations specifically with the perspective from an emerging economy like India.

Examines upgradation and innovation by firms in GVCs through case studies of China, India, South Korea, the Philippines and Sri Lanka. The new edition continues to discuss basic concepts of international business in a comprehensive manner. It provides a lucid treatment of the theory and practice of global business in the Indian context. Flourished with case-lets drawn from contemporary businesses, it will acquaint the students with the fundamentals of global business.The book has been updated with recent examples like new chapters on Institutional support to IB, FDI initiatives.

The Art of Strategy

Concepts, Methodologies, Tools, and Applications

International Business: Concepts, Methodologies, Tools, and Applications

Grandma in the Board Room

Innovation Management

Theories and Concepts