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By Kesho Prasad



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Balanced scorecard, strategic mapping and benchmarking find proper treatment in the book as new approaches to strategic management. These are integral components of strategic management and have been covered with live cases.

This is an ideal text for the students of management and commerce.

KEY FEATURES

- Organizational strategies for winning the customers/gaining competitive advantage over rivals are elaborately discussed.
- Need for strategic leadership in industry is emphasized in the backdrop of the competitive challenging industrial environment.
- Principles of balanced scorecard, strategy mapping and benchmarking are thoroughly discussed through live cases.
- Provides several live cases of Indian and international enterprises to illustrate how these organizations benefited from their new approaches.



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