

Read To Lead



Strategic Management



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LUCKNOW

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About the Book

This book of “**Strategic Management**” provides detailed analysing of various aspects related to the organisational strategic management. The material in this book is designed to provide maximum flexibility of use for teachers and students alike. Each topic has been started with fundamental introduction and developed steadily up to the standard form. Case studies and exercises are also provided in this book. This book is useful not only for students who are pursuing their studies but also for those working in the educational institutions and corporate world.

About the Author



Dr. Ajay Kumar is the **Director** of **Tecnia Institute of Advanced Studies, New Delhi**. He has done his **Ph.D. in Management** from **Maharshi Dayanand University, Rohtak**. He has more than **26 years** of experience in the field of education and industry. He has concept has conceptualized and conveyed more than 30 National and International Conferences and has attended several National and International Conferences as Guest of Honour, He is Member of All India Management Association AIMA and Life time Alumni Member of Institute of Management Studies and Research, M.D. University, Rohtak. His aim is to work innovatively for the enhancement and betterment of education.



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Guru Gobind Singh Indraprastha University, MBA 3rd Semester

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