

# Strategic Management



Dr. Ajay Kumar Prof. Satish Kr. Srivastava

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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.



**Prof. Satish Kr. Srivastava** is a man of immense experience. He is currently serving in **Sherwood Educational Group, Barabanki** Campus in the capacity of **Director** (General Administration), Prior to this, he has used his expertise in completing successfully more than 100 projects in different fields. Being a person of great literary taste he keeps on contributing his thoughts on politics, philosophy, environment etc, in the form of articles in different forms of print media. He is an orator and possesses the distinguished quality of speaking tirelessly at length in

Seminars and Symposiums. Having held an experience of more than **30 years** as an Academician and Entrepreneur he has translated his views in the form of present book which will surely be helpful to people associated with academics and industry both.

# Guru Gobind Singh Indraprastha University, MBA 3rd Semester

Subject Name	<b>Author Name</b>			
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Managing E-Business	Mr. Ajay Dureja, Mr. Aman Dureja			
Entrepreneurship Development & Startup	Dr. Madhavendra N Jha, Dr. Ajay Pratap Singh			
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