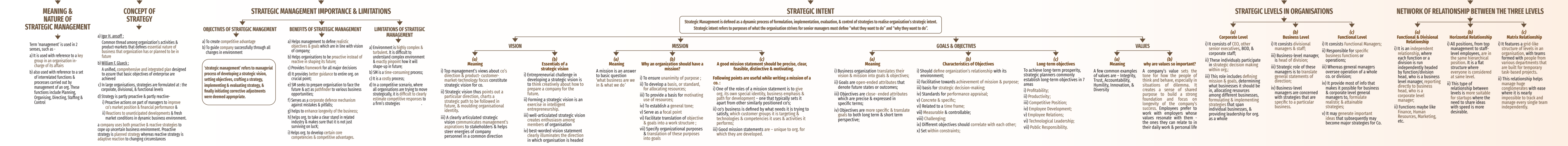


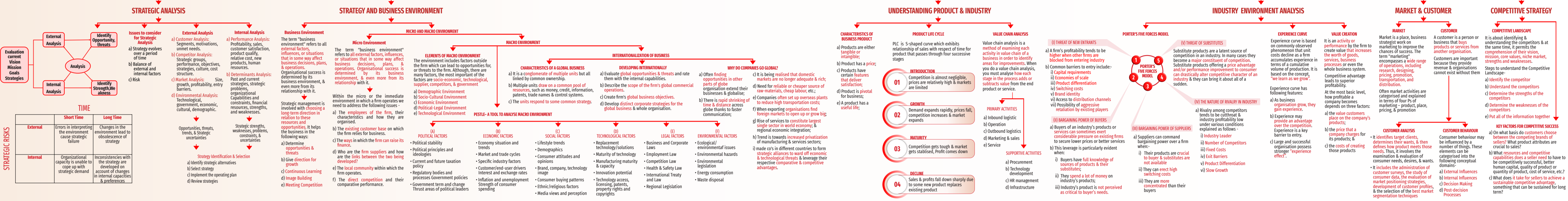
CHAPTER -1: INTRODUCTION TO STRATEGIC MANAGEMENT

Strategic Management is defined as a dynamic process of formulation, implementation, evaluation, & control of strategies to realize organization's strategic intent.

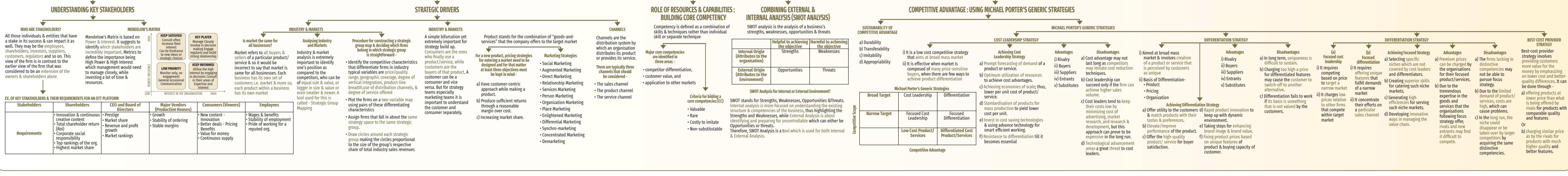
Strategic intent refers to purpose of what the organization strives for senior managers must define "what they want to do" and "why they want to do".



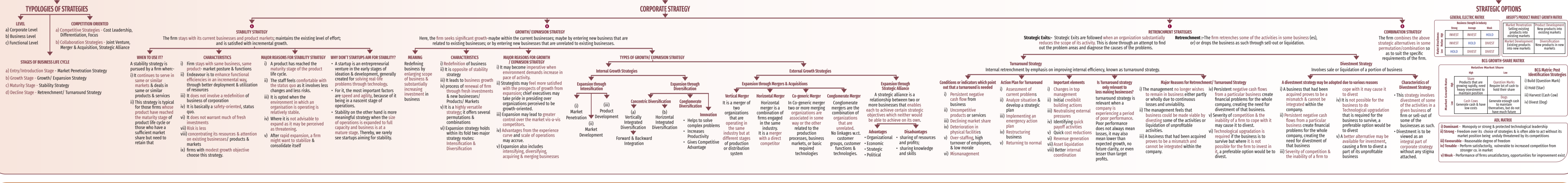
CHAPTER -2: STRATEGIC ANALYSIS: EXTERNAL ENVIRONMENT



CHAPTER -3: STRATEGIC ANALYSIS: INTERNAL ENVIRONMENT



CHAPTER -4: STRATEGIC CHOICES



CHAPTER -5: STRATEGY IMPLEMENTATION & EVALUATION

