

**FUNDAMENTALS
OF
BUSINESS POLICY
AND
STRATEGIC MANAGEMENT**

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PREFACE

India faces the task of not only integrating itself with the rest of the world, but more importantly, of understanding future global trends to work towards finding a place among the leading economies. This would involve leveraging significant advantages, such as qualified manpower pool and natural resources to the fullest extent. The competitive edge will come from a company's ability to innovate, create and use the entrepreneurial energies of its people. Ultimately the value of educational courses depends on its application in organization.

The book **Business Policy & Strategic Management** is an endeavor in this direction. The author with such a wide exposure in all areas of business in the corporate arena with a mixture of theory has been able to provide a firm grounding in the principles, techniques and practices of Strategic Management. This book provides comprehensive treatment of the theory and practice of the changes taking place in the field of Business Policy & Strategic Management.

I would very much like suggestions from academic colleagues and corporate leaders for improving the quality of the book. I shall be happy to acknowledge the support of the adopters of the book.

I would like to express my sincere thanks to *VSRD Academic Publishing* (A Division of Visual Soft India Private Limited) and their staff for the encouragement and help in bringing out this publication.

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Dr. Nitin Zaware

Offered At
The Lotus Feet of My Parents

Shanta & Raghunath Zaware
Vimal and Let. Prakash Kale

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