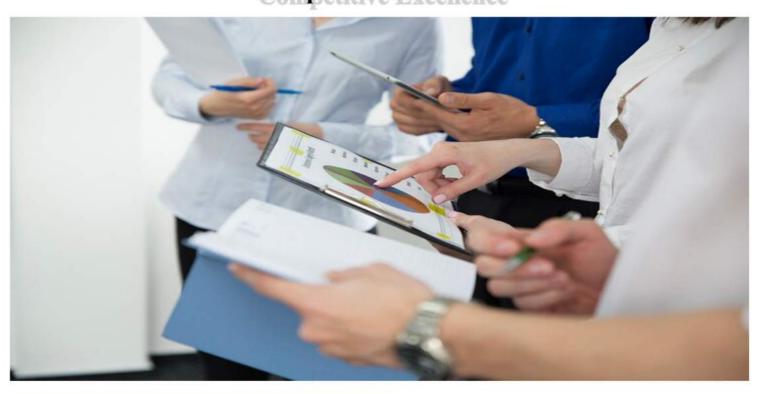
## Call for Book Chapters/Research Papers for Edited Books To be published with ISBN under IIP International publishers, USA and India

# Business Policy and Strategic Management: A Guide to Competitive Excellence



#### **Series Editor:**



Dr. Deepika S. Joshi
MCA, MBA, PhD
Associate Professor
Department of Management
Pal College of Technology and
Management
India
deepikasagtajoshi@palcollege,ac,in
8433032921



Dr K.K. Pande
Advisor
Pal College of Technology and
Management
Haldwani Uttarakhand, India
9528202632
advisor@palcollege.ac.in

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#### Call for Chapters

## Business Policy and Strategic Management: A Guide to Competitive Excellence

#### Aims and Scope:

The book "Business Policy and Strategic Management: A Guide to Competitive Excellence" aims to provide comprehensive coverage of strategic management concepts and practices, with a focus on helping businesses and organizations achieve and sustain competitive advantage in today's dynamic and competitive business environment. The scope of the book includes:

#### **List of Topics:**

- 1. Strategic Thinking and Planning
- 2. Competitive Analysis
- 3. Strategic Formulation
- 4. Strategy Implementation
- 5. Organizational Structure and Design
- 6. Leadership and Change Management
- 7. Corporate Social Responsibility and Ethics
- 8. Global and International Strategy
- 9. Innovation and Technology
- 10. Performance Measurement and Evaluation
- 11. Case Studies and Practical Examples
- 12. Emerging Trends

The ultimate goal of this book is to equip readers with the knowledge, tools, and skills needed to develop and execute effective strategies that can help organizations thrive in today's competitive business landscape. It provides a comprehensive and up-to-date resource for students, business professionals, and anyone interested in the field of strategic management.

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