

# 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



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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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