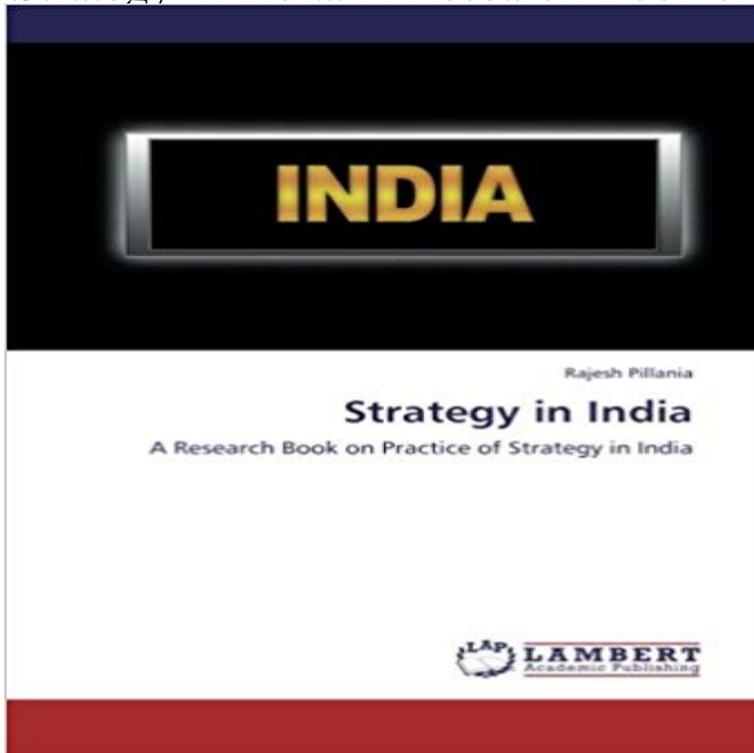


Strategy in India: A Research Book on Practice of Strategy in India



India is one of the fastest emerging economies and one after another study has projected India among the leading economies of the future. The role and significance of India in the global economy is increasing continuously. However, there is a dearth of literature on India in management, in general, and in strategy, in particular.

This book presents the findings from the research study of the practice of four very important aspects of strategy in the Indian context namely, strategy in India: an overall perspective, competitive strategy, strategic alliances & joint ventures and corporate entrepreneurship. The book elaborates the current state of practice of strategy, the types of strategy in practice, reasons for firms for going for strategy, impact on the performance of the firms and future plans for strategy. The findings are based on the research study on the Top 100 successful firms from twenty industries in India, including Indian and foreign firms as well as public sector and private sectors firms.

This book provides interesting insights on the practice of strategy in India and is a must read for anyone interested in strategy in India.

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