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Case Studies in Contemporary Management (Paperback)

By Sanjeev Bansal, R. Sujatha, Ashok Sharma

I K International Publishing House Pvt. Ltd, India, 2015. Paperback. Condition: New. Language: N/A. Brand New Book. The objective of the book is to present a compendium of management case studies highlighting some of the contemporary issues and problems in business management. These case studies will offer experiential learning and will spur the interest of the students, faculties and managers in understanding the various management practices and functions in Indian organizations. A broad gamut of management concepts, practices and challenges have been addressed by the case studies. In all, 24 case studies under three major themes have been presented: The Influencers: Pockets of Opportunities to Taking a High Road. This section has cases related to new ideas and processes practiced by organizations to increase their visibility in the market, creating uniqueness to the products and services offerings, accessing technology to meet the customer expectations and focusing on customer care, improving operational efficiencies and learning to co-create. Understanding the Business Proposition: Partnering to Scale- up. This section will help readers to appreciate functional topics in the areas of strategy, finance, and financial products and services. It also introduces few imperatives for understanding the ecosystem of the Indian business environment with special reference...



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