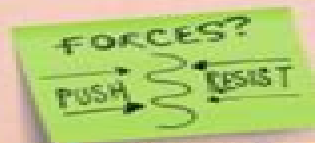


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Strategic Management Dr. M. Sampath Nagi, Dr. S. A. Senthil Kumar, Dr. Maya Madhavan, 2025-08-14 This comprehensive guide to Strategic Management explores the foundations processes and execution of strategic thinking in modern organizations Covering essential topics such as strategic vision environmental analysis competitive strategies and implementation frameworks the book equips students and professionals with the tools to make informed effective decisions Each unit is designed to build practical insight into dynamic business environments making this text an essential resource for mastering strategy formulation and execution in today s competitive world

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The Public Relations Handbook Alison Theaker, 2020-10-26 The Public Relations Handbook 6th edition provides an engaging in depth exploration of the dynamic and ever evolving public relations industry Split into four parts exploring key conceptual themes in public relations the book offers an overview of topics including strategic public relations politics and the media media relations in the social media age strategic communication management public relations engagement in the not for profit sector activism and public relations and the effects of globalisation and technology on the field Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on corporate social responsibility public relations and politics corporate communication globalisation not for profit financial and public sector public relations The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions including Extinction Rebellion Queen Margaret University Mettis Aerospace and Battersea Cats and Dogs Home Containing student friendly features including clear chapter aims analytical discussion questions and key further reading throughout the text The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and media studies The Category Management Handbook Andrea Cordell, Ian Thompson, 2018-04-27 Category management is one of the biggest contributors of commercial value in the area of procurement and supply chain With a proven track record of successful delivery since the early 1990s it helps organisations

gather and analyse key data about their procurement spend before subsequently creating and delivering value adding strategies that change the value proposition from supply chains The aim of category management is to find long term breakthrough strategies that help lift an organisation s commercial performance to a new level Because of its strategic long term orientation and complex execution category management has long been the preserve of commercial consulting companies in effect a black box toolkit shrouded in expensive methodologies This practical handbook lifts the lid on category management by providing readers with a step by step process and established toolkit that allows them a do it yourself approach Each activity is presented as a simple tool or technique for practitioners to apply to their own organisations To support each activity easy to use templates and checklists have been provided together with simple but practical hints and tips for implementation This handbook is a must read for all procurement and supplychain managers looking to find significant improvements in their organisations Its practical approach cuts through long winded consultant speak and provides an easy to use practical toolkit for everyday application

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
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