

GLOBAL STRATEGIC MANAGEMENT



Brand: Mehta Solutions
Product Code: MBAIB-408
Weight: 0.00kg

Price: Rs600

Short Description

GLOBAL STRATEGIC MANAGEMENT

Description

GLOBAL STRATEGIC MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: Guru Jambheshwar University of Science & Technology Hisar
GLOBAL STRATEGIC MANAGEMENT

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **Guru Jambheshwar University of Science & Technology Hisar** book solutions now mehta solutions brings top solutions for **Guru Jambheshwar University of Science & Technology Hisar GLOBAL STRATEGIC MANAGEMENT** contains previous year solved papers plus faculty important questions and answers specially for **Guru Jambheshwar University of Science & Technology Hisar** .questions and answers are specially design specially for **Guru Jambheshwar University of Science & Technology Hisar** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

GLOBAL STRATEGIC MANAGEMENT

Unit - I

Introduction: Definition, Phases of global strategy, Difference between international strategy and global strategy, Drivers of global strategy, CSR Strategies.

Unit - II

Global Strategic Analysis: External macro environment – PEST analysis, Diamond model, Industry environment – Five force model, phases of international product life cycle, Analysis of internal environment – analyzing firm resources and capabilities, global value chains and value systems, comparative analysis.

Unit - III

Global strategic Development: Managing the internationalization process, international strategic alliances through partnership and cooperation, strategy at subsidiary level, headquarter level strategy.

Unit - IV

Global strategic Implementation: Global structures and designs, managing change in global context, global management of innovation and knowledge,