



Fundamentals of Strategic Management

By Raghavan Parthasarthy

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Fundamentals of Strategic Management emphasizes strategy in action, exposing students to real-world examples, practical applications, and strategic theory. Designed specifically for business majors enrolled in the undergraduate capstone course, this brief text takes a clear, concise approach to strategic management and incorporates material from practitioner sources such as Harvard Business Review and Business Week. The author poses a central question--"What makes a business successful?"--to form the basis of discussion for each chapter. One chapter is devoted entirely to corporate governance and social responsibility; coverage of these timely issues is also integrated throughout the program. Boxed examples, end-of-chapter continuing cases, and diagrams and models enhance students' understanding of management concepts.

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Editorial Review

About the Author

Raghavan Parthasarthy teaches at the Zicklin School of Business, Baruch College (City University of New York), where he also received his PhD in 1991. A recipient of Baruch's Best Doctoral Dissertation Award, he has taught graduate- and undergraduate-level courses at the Stern School of Business of New York University. Dr. Parthasarthy focuses his research and writing on corporate strategy, competitive strategy, and strategic management of technology and Innovation. His scholarly work has appeared in the Academy of Management Review, Strategic Management Journal, and Journal of Engineering and High Technology Management, among others. He is also a principal partner at Strategy Consulting Group, in which capacity he has advised AT&T, United Breweries, BSNL (India), Punjab Agro Industries Corporation, and the State Government of Punjab (India) on strategy initiatives.

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