Book description

The environment in which businesses operate is very volatile and turbulent, calling on all managers to embrace Strategic Management for the sake of profitability and business survival. Amidst all these circumstances is a culture of inflexibility and preference for status quo or use of the traditional management methods that do not deliver competitive advantage. This is because a large section of the business world view Strategic Management as an enigma or a mystery reserved only for the daring risk taker. This manual has been carefully crafted to demystify strategic management making it a crucial and easy-to-use tool to be adopted by students and the public to gain business competitive advantage.