Vipin Gupta
Kamala Gollakota
R. Srinivasan

Revised Second Edition

BUSINESS POLICY AND STRATEGIC MANAGEMENT
CONCEPTS & APPLICATIONS
BUSINESS POLICY AND STRATEGIC
MANAGEMENT
Concepts and Applications
Revised Second Edition

VIPIN GUPTA
Roslyn Solomon Jaffe Chair Professor of Strategy
Simmons College, Boston

KAMALA GOLLAKOTA
Associate Professor
University of Redlands, California

R. SRINIVASAN
Associate Professor of Corporate Strategy and Policy
Indian Institute of Management Bangalore

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