

# STRATEGIC MANAGEMENT

Unveiled: Unleashing Your Leadership Potential

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# Strategic Management Unveiled:

## Unleashing Your Leadership Potential



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# Strategic Management Unveiled: Unleashing Your Leadership Potential

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## Preface

Hello and welcome to "**Strategic Management Unveiled: Unleashing Your Leadership Potential.**" We examine the fundamentals of successful leadership as well as the art and science of strategic management on these pages. This book intends to be your companion in navigating the complexity of leadership and strategic decision-making, regardless of your background—you might be an experienced professional, an aspiring entrepreneur, or a student ready to learn.

In the quickly changing world of today, strategic thinking and leadership are essential. Businesses struggle with constantly evolving environments, including changes in the global market and technology advancements. The capacity to develop and carry out strategic plans is essential for success in these circumstances.

We simplify and make universally understandable the fundamentals of strategic management through real-world situations and practical insights. We explore the fundamental ideas behind developing, implementing, and evaluating strategies, giving you the ability to make wise choices and promote long-term growth.

We also explore the core of leadership, which is the capacity to motivate, sway, and direct people toward shared objectives. Leadership is a process of self-discovery and ongoing progress, not a set of titles.

This book is an invitation to explore, learn, and develop rather than just a manual. As you set out on this path, keep in mind that realizing your leadership potential is a life-changing experience rather than just a destination. Let's solve the puzzles surrounding strategic management and bring out the leader in each other.

## **Acknowledgement**

We extend our sincere gratitude to everyone who helped make this book possible as we explore the depths of leadership potential and the complexities of strategic management.

First and foremost, we would want to express our sincere gratitude to our families and loved ones for their steadfast support and patience during this trip. Their patience and support has been our beacon of hope.

We want to sincerely thank our friends, colleagues, and mentors whose knowledge and understanding have enhanced the pages of this book. Our grasp of strategic management and leadership has greatly benefited from your advice and companionship.

We also thank the editors and reviewers whose careful attention to detail has allowed us to ensure that our message is clear and that our thoughts have been refined.

We are really grateful to the readers for joining us on this trip. Your insatiable curiosity and desire to learn motivate us to keep pushing the boundaries of strategic leadership and management.

Finally, we would like to thank the entire staff at our publishing business for their hard work and professionalism in making this book a reality.

All of you have contributed significantly to realizing this project's potential. We are grateful that you joined us on this trip.

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**Dr. S. Ramesh Babu**  
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## About the Authors



**Dr. S. Krithika** holds MBA (Human Resource), MCOM., M.PHIL., PG Diploma in Computer Applications and PhD in Commerce. She has cleared UGC SLET examination conducted by Bharathiyar University in 2012. She is currently working as Assistant Professor in Cimmerce Department in Madura College Madurai. She has more than 16 years of experience in Academics. She has published two books titled 'Entrepreneurship Development' and 'Business Environment ' with ISBN number. She has presented her Research papers in National and International conferences. She has also published her papers in Scopus and UGC Care journals.



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**Dr. S. Ramesh Babu**, MBA, MHRM, PGDAgM, M.Phil., Ph.D. is currently serving as Associate Professor at Department of MBA, Business School, Koneru Lakshmaiah Education Foundation (Deemed to be University), Vaddeshwaram, Guntur DT, Andhra Pradesh, India. He has 20 years of teaching experience coupled with research. He presented good number of papers at National and International seminars/conferences organised by reputed organizations like IIM-Kozhikode (IIMK), Mudra Institute of Communications-Ahmadabad (MICA), National Institute of Rural Development (NIRD), University of Hyderabad (UOH) etc. and sponsored by UGC, ICSSR, and AICTE etc.; and published research articles in reputed national and international journals. To his credit, he has a UGC funded research project on “Exploring Marketing Opportunities for Handicrafts with the Emerging Trends in Retailing- with special reference to Kalamkari Fabrics in Krishna District, Andhra Pradesh”. He delivered lectures and chaired sessions at various training, development, orientation programmes etc on subject matters. His areas of interests in teaching and research are Marketing, Retailing Management, and Services Marketing.



**Dr. Shantanu Saha** currently serves as an Assistant Professor at the Ramcharan School of Leadership, Dr. Vishwanath Karad MIT World Peace University in Pune. Previously, he held positions at Mittal School of Business, Lovely Professional University, Phagwara, Punjab, and PSIT, Kanpur. His academic journey includes earning a Ph.D. from the Indian Institute of Technology, Dhanbad, and receiving the UGC-Junior Research Fellowship in 2012. Dr. Saha has made significant contributions to the field of social marketing, with his research published in reputable national and international journals such as Emerald, Elsevier, Sage, and Inderscience, listed in SCI/Scopus. He actively engages in book/article reviews for publishers like Springer, Elsevier, and Inderscience. As a Google Professor and a certified Digital Marketing practitioner, Dr. Saha has led multiple teams in the Google Nonprofit Marketing Immersion (NMI). His achievements include winning the Best Paper Award in the DSIR Govt. of India Sponsored Conference 2024 organized by MIT WPU Pune. Additionally, research papers co-authored by him received the Best Paper Award at the sixth Global Leadership Research Conference in 2021, held at Amity Business School in Noida. Dr. Saha's primary research interests encompass Consumer Behavior, Branding, Social Psychology, Tourism, and Entrepreneurship.



**Dr. Vinaya Naik** - Management and Commerce Educator

Accomplished PhD from Mumbai University in Commerce and Master in Commerce (M.com) in Management with 12+ years of experience in Department of Management Studies

Associated with Kandivali Education Society's B K Shroff College of Arts & M H Shroff College of Commerce. Autonomous College situated in Kandivali (W) as Assistant Professor in Department of Management Studies since 2022. Earlier was working with Ismail Yusuf College, Jogeshwari (W) and Patkar Varde College. Goregaon (W) from 2010 to 2022.

Participated & Presented Research Papers In 10 Plus Conferences and attended online webinars and online Faculty Development Programs.

With Positive Attitude and Willingness to Learn, My focus is on Teaching Learning Pedagogy which will benefit the students in a manner focusing on classroom management at the need of the hour.

**CORE SKILLS & SUBJECTS:**

- Strategy Management
- Business Communications
- Advertising
- Strategic Marketing Management
- Soft Skills Trainer



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