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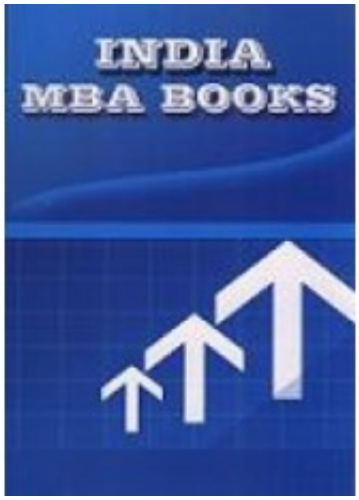

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Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources-Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.
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Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive
competitiveness - Selection of matrix - Balance Score Card-case study.
UNIT IV STRATEGY IMPLEMENTATION & EVALUATION - The implementation
process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy -Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.
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