

Economics of Business Strategy



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Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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UNIT-II

Architecture: Internal and external architecture, designing and management of architecture, Evaluation of performance, corporate Governance, Reputation, Knowledge, Rent Generation and Management.

UNIT-III

Competitive Sustainability: Origin of Competitive Advantage, Creative Destruction, Innovation, Growth, Changing Product Portfolio, entrepreneurship etc.

UNIT-IV

Public Policy: Regulation and Privatization, Competition law, Competition Commission of India