CONTENTS

	PAGE	
About the author	1-5	
Preface	1-7	
PART I		
STRATEGIC MANAGEMENT		
CHAPTER 1		
BUSINESS ENVIRONMENT	3	
CHAPTER 2		
BUSINESS POLICY & STRATEGIC MANAGEMENT	30	
CHAPTER 3		
STRATEGIC ANALYSIS	46	
CHAPTER 4		
STRATEGIC PLANNING	70	
CHAPTER 5		
FORMULATION OF FUNCTIONAL STRATEGY	91	
I-9		

I-10 CONTENTS

I	CHAPTER 6	
	STRATEGIC IMPLEMENTATION & CONTROL	116
ı	CHAPTER 7	
	REACHING STRATEGIC EDGE	144
	PART II	
INFORMATION TECHNOLOGY		
Ī	CHAPTER 1	
	BUSINESS PROCESS MANAGEMENT	163
ı	CHAPTER 2	
	INFORMATION SYSTEMS & IT FUNDAMENTALS	197
I	CHAPTER 3	
	TELECOMMUNICATIONS & NETWORK	251
I	CHAPTER 4	
	BUSINESS INFORMATION SYSTEMS	312
ı	CHAPTER 5	
	BUSINESS PROCESS AUTOMATION THROUGH APPLICATION SOFTWARE	353

TAXMANN®