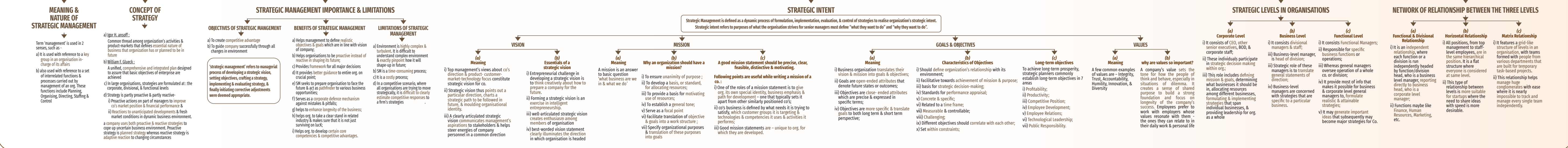
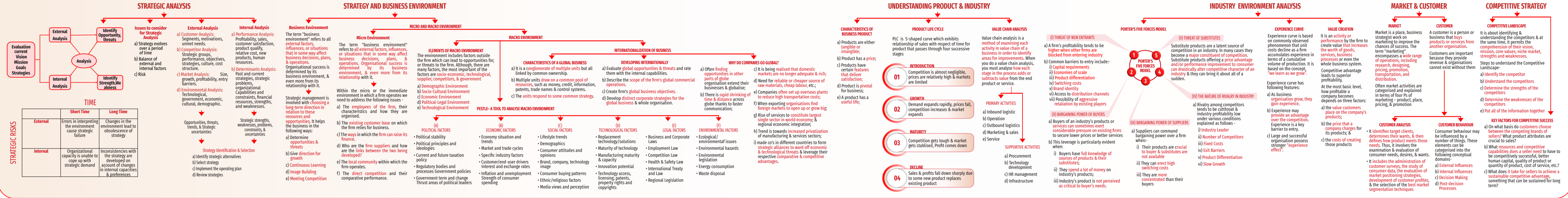


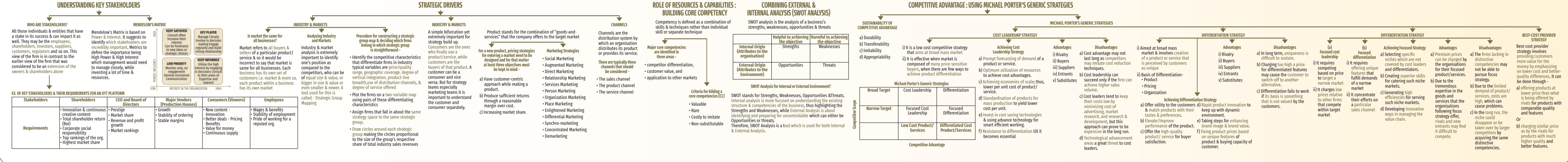
CHAPTER -1: INTRODUCTION TO STRATEGIC MANAGEMENT



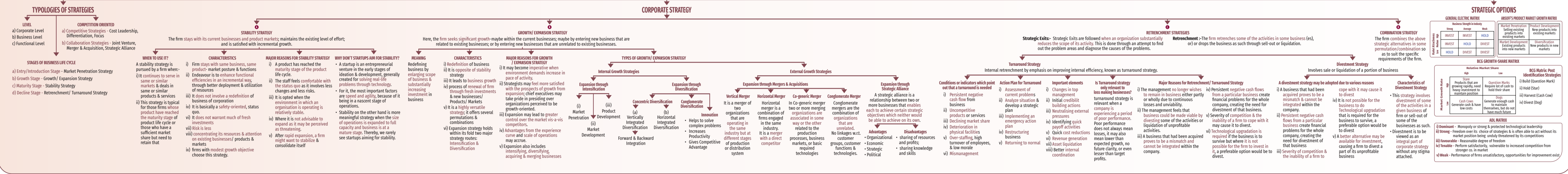
CHAPTER -2: STRATEGIC ANALYSIS: EXTERNAL ENVIRONMENT



CHAPTER -3: STRATEGIC ANALYSIS: INTERNAL ENVIRONMENT



CHAPTER -4: STRATEGIC CHOICES



CHAPTER -5: STRATEGY IMPLEMENTATION & EVALUATION

