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## Sustainable Competitive Strategies

By Alka Munjal

LAP Lambert Academic Publishing. Paperback. Condition: New. 536 pages. Dimensions: 8.7in. x 5.9in. x 1.2in. The real war of strategic Management for WAR goods in India: The main issue in corporate decision making comes in terms of choosing cost advantage or differentiation as a corporate strategy. Six companies in household consumer durables operating in India across three product lines (washing machines, air conditioners and refrigerators) have been studied to see how they strategize their product policies, expansion, pricing, supply chain etc. Based on dealer surveys and interviews of company executives, competitors, customers and community, the truth about the strategies in vogue in an emerging market (India) by MNCs and Indian companies are put in sharp focus. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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