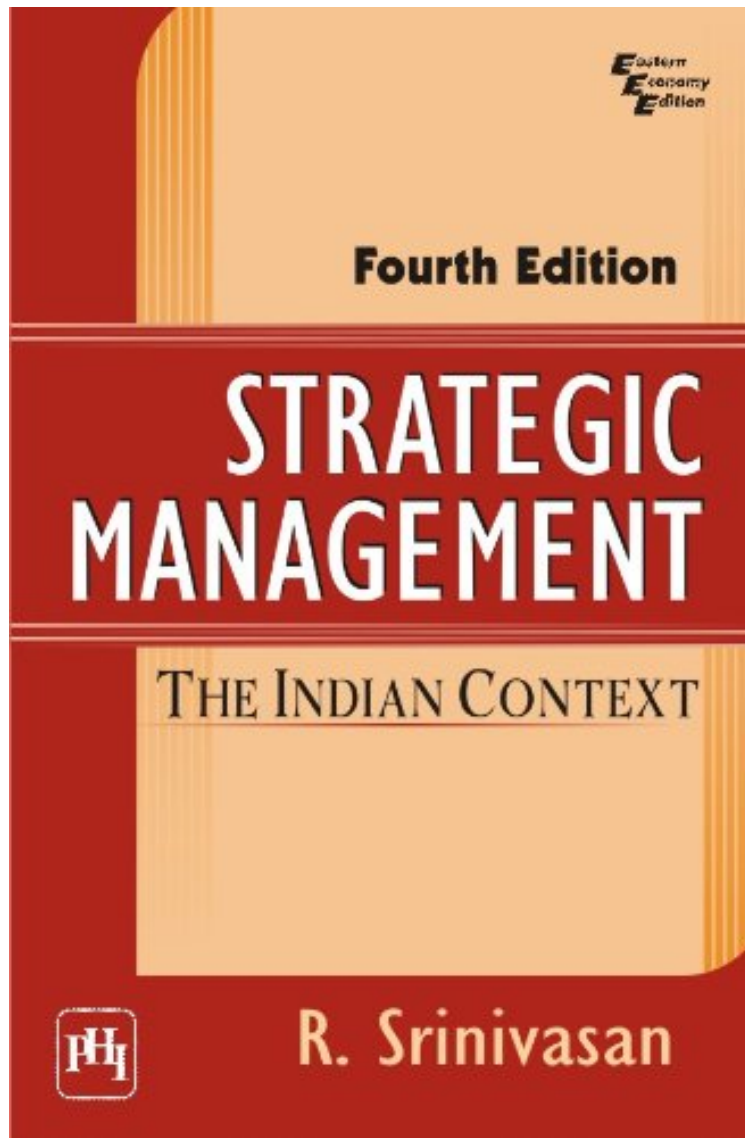


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## Strategic Management: The Indian Context 4/E

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About the Author R. Srinivasan, (Fellow, IIM Bangalore) is Professor, Department of Management Studies, Indian Institute of Science (IISc.), Bangalore. He had his post-doctoral training at the University of Leeds (U.K.). Professor Srinivasan has more than 29 years of experience with premier institutions such as IISc., Administrative Staff College of India, Hyderabad, and NITIE, Mumbai. He has served with distinction in reputed organizations like Tata Consulting Engineers and Indian Telephone Industries. He is a recipient of the International Statistical Institute Award (1983) and the Colombo Plan Award (1989).