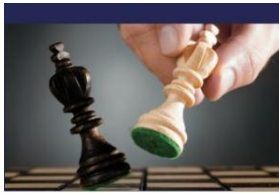


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SUSTAINABLE COMPETITIVE STRATEGIES



Alka Munjal
Sustainable Competitive Strategies

Strategic Management for Household Consumer Durables in India - Study of Cost and Differentiation



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....

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