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Course: B.A., 6th Semester, Undergraduate.

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Paper Title: Business Strategy & Ethics

Unit No.: 1 (One)

Title: Overview of Strategic Management

Lecture No: 1 (One)

Title: Nature and Value of Strategic Management

References

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5. Kenichi Ohmae, *The Mind of the Strategist*: New York, Penguin, MacGraw-Hill, 1983.

Links

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6. <http://www.businessdictionary.com/definition/objective.html>