

Subject: Business Economics

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

Paper No: 602

Paper Title: Business Strategy & Ethics

Unit No.: 4 (Four)

Title: Strategy Implementation & Control

Lecture No: 1 (One)

Title: Operationalizing the Strategy

References

1. Fred R. David, *Strategic Management*, 9/e, © 2003 by Prentice-Hall, Inc., A Pearson Education Company, Upper Saddle River, New Jersey 07458
2. Dr. V.V.R. Seshu Babu, *Strategic Management hand out*, 2010, BBU, Phnom Penh
3. Arthur A., Thompson, J. Strickland, John E. Gamble and Arun K. Jain A. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, Tata McGraw- Hill, New Delhi, latest edition
4. Robert Grant *Contemporary Strategic Management: Case Studies* Wiley India Pvt. Ltd. Latest Edition
5. John A pearcell , Richard B Robinson, Amita Mittal, *Strategic management, formulation, implementation and control*, 12th edition

Links

1. <https://histrategy.blogspot.in/2011/02/establishing-annual-objectives-in.html>
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3. <https://www.financetube.wordpress.com/tag/role-of-ceo-in-strategic-management/>
4. <http://accountlearning.com/important-role-of-ceo-in-strategic-management/>
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