CONTENTS

CHAPTER-I: INTRODUCTION:

- Strategy
- Strategic Management
- Strategic Planning
- Role of Strategy and Planning
- Level of Marketing Strategy
- All India Cement Demand Analysis
- Declining Role of Public Sector

CHAPTER-II KNOWLEDGE POOL AND RESEARCH 24-48

METHODOLOGY:

- Macro Economic Environment and Cement Industry
- The Nature of the Problem
- Review of Existing Literature
- Research Methodology

CHAPTER-III STRATEGIC MANAGEMENT: AN 49-77

INTERNATIONAL PERSPECTIVE:

- The Objective of the Study
- Budgeting and Financial Control
- Corporate Strategic Planning
- International Diffusion of Strategic Management Practices
CHAPTER IV STRATEGIC MANAGEMENT 78-138
PRACTICES: AN INTERGRATIVE PERSPECTIVE:
- Formal Planning and Extent of Goal Setting
- Strategy Implementation
- Influences in the Strategic Management Process
- Use of Reward Systems for Developing Strategic Perspective
- Conclusion

CHAPTER V STRATEGIC CHOICES OF INDIAN 139-167 COMPANIES:
- The Objective of the Study
- Analysis of Results
- Conclusion

CHAPTER VI: STRATEGIC MANAGEMENT AND 168-186 CORPORATE PERFORMANCE:
- The Objective of the Study
- Scope of the Study and Performance Criteria
- Sales Analysis
- Profitability Analysis
CHAPTER IV STRATEGIC MANAGEMENT 78-138
PRACTICES: AN INTERGRATIVE PERSPECTIVE:
- Formal Planning and Extent of Goal Setting
- Strategy Implementation
- Influences in the Strategic Management Process
- Use of Reward Systems for Developing Strategic Perspective
- Conclusion

CHAPTER V STRATEGIC CHOICES OF INDIAN 139-167 COMPANIES:
- The Objective of the Study
- Analysis of Results
- Conclusion

CHAPTER VI: STRATEGIC MANAGEMENT AND 168-186 CORPORATE PERFORMANCE:
- The Objective of the Study
- Scope of the Study and Performance Criteria
- Sales Analysis
- Profitability Analysis
• EPS Analysis

• Enhancing Shareholder value
  (a) Return on Networth
  (b) Return on Capital Employed
  (c) Dividend Payout Ratio
  (d) Fixed Assets ‘Turnover Ratio’
  (e) Conclusion

CHAPTER VII  CONCLUSIONS & RECOMMENDATIONS  187–205

Bibliography  
Questionnaire