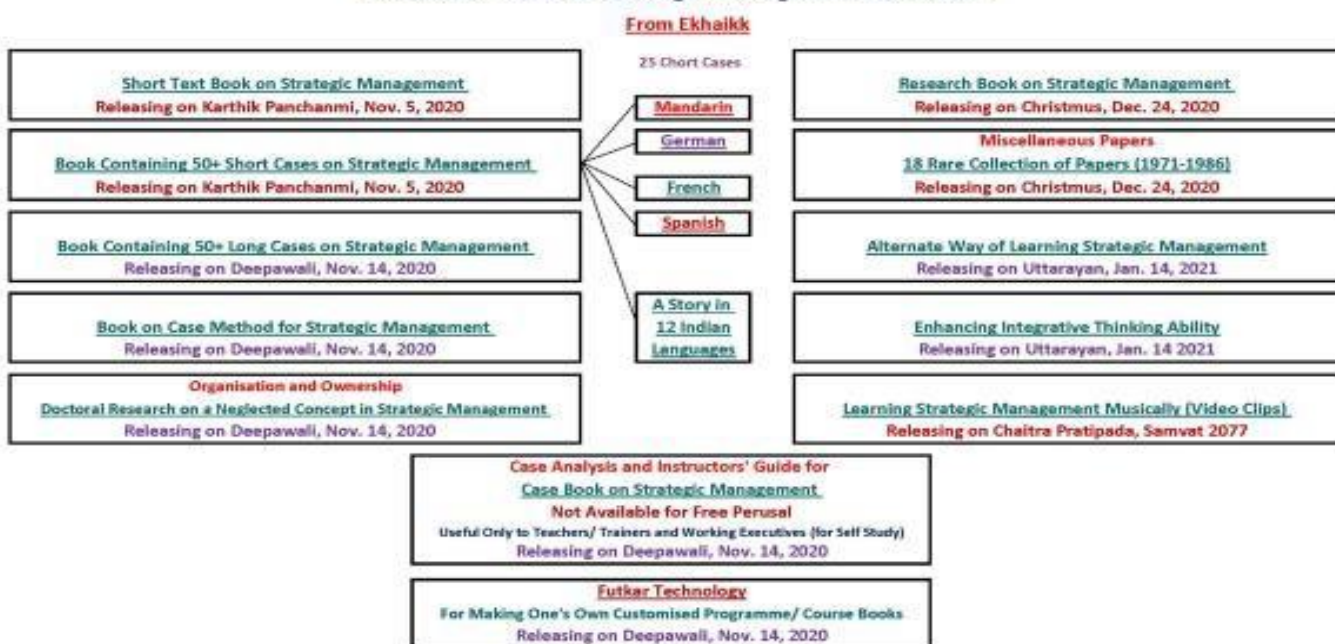


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Objectives of Free Books Portal for Spreading Strategic Management Education in India

1. The portal is aimed to help teachers/ trainers of Strategic Management with Indian experience based literature for:-
 - a) Supplementing existing design and conduction of Basic Strategic Management Courses of MBA (or equivalent)/ BBA (or equivalent) Programmes, conducted through face-to face/ online/off line modes.
 - b) Designing afresh and conducting New, Basic Full credit (30 contact hours)/ 2 credit (60 contact hours) Strategic Management Courses to meet the requirement of MBA (or equivalent)/ BBA (or equivalent) Programmes, conducted through face-to face/ online/ off line modes.
 - c) Especially useful for distance learning courses/ programmes
2. Designing and conducting effective and efficient 3-days (15 contact hours) to 2-weeks (60 contact hours) open, in-company or in-house Management Development Programmes on Strategic Management for Working Executives at various levels.
3. Self- learning of Strategic Management through online /off line modes.

Freebooks Portal on Strategic Management Literature



Unique Features of the Free Books Portal

1. This **Free Book Portal** provides and complements **Complete spectrum of Course Material** for Learning and Imparting Learning **Strategic Management to**
 - Undergraduate,
 - Post Graduate,
 - Doctoral and above level Management Students,
 - Strategic Management Teachers and Trainers and,
 - Working Executives at Various Levels and Functions,

for lifelong learning on a sustained basis
2. There are 12 books (one in 6 international languages) of about 4500 pages Printed Books (Total Price INR 4920) and E-book (Total Price INR) available for perusal **Absolutely Free** on this Portal.
3. The literature is developed based upon **Unique and often Astonishing, First Hand, Indian Experiences** over **Fifty Years** like:-

- a) How to bring a company in net profit for the first time in its **silver jubilee year**?
 - b) How to grow a management institution **fivefold in 7 years** to meet the requirements of the country?
 - c) How to say **Exit** to Exit Strategy?
 - d) How to see and not cross the **line between the need and the greed** in managing business?
 - e) How and why to **re-tyre** a retired person?
 - f) How **requests** work when **commands fail** in management.
 - g) How **long routes are more paying** than short cuts in business.
 - h) How and why **mix music** in everything to enjoy work for **living happily**.
 - i) How to **see** resources than **seek** resources
 - j) How and why to **cooperate when competing** intensely without adversely impacting society.
 - k) How and why to use **heart** also, not only **brain** in taking business decisions.
 - l) How we can't **imagine** the performance **potential of Indian Hanumans**.
 - m) How to **weave than wait** for opportunity.
 - n) How to **convert constraints** and **threats** into **opportunities**.
 - o) How to plan for the **last journey of life**. and so on.....
4. Easy to use peruse from **any place, any time, anywhere** in the **world**.
 5. Books **Suiting Pockets** and **Convenience of Various Users**, Including those of **Differently Aabled Persons** and **Patients**.
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 7. Amenable to All Three Modes of Learning (**Face to Face** and **Distance Learning**, **Online & Mob. Enabled Learning**, **Online/ Offline** Self Learning.
 8. Developed by a **75 years Old**, Strategic Management Student for over Fifty Years
 9. **Without Any Office/ External Funding** (Funding from his pension only).
 10. Following **Gandhian** Principle of **Do It Yourself**
 11. With the Aim to Reduce the Cost of Management Education and make it More Inclusive.
 12. To support sustained efforts towards **Atma Nirbhar Bharat**.

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