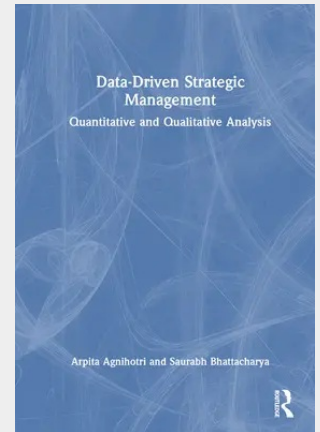


Data-Driven Strategic Management

Quantitative and Qualitative Analysis

This book provides a comprehensive and integrated understanding of contemporary concepts and practical frameworks in Strategic Management. Emphasizing data-driven decision-making, the book incorporates quantitative tools, analytical frameworks, case studies, and critical-thinking exercises tailored to volatile business environments. Data analysis is supported by IBM SPSS, alongside a dedicated chapter on digital business and AI-based strategy. Real-world examples from firms of varying sizes and industries, across both developed and emerging markets such as India and China, illustrate how strategic decisions are made, both successfully and unsuccessfully. Each chapter is structured with clear learning objectives, while "data challenge" exercises, drawing on qualitative and quantitative data, help students develop practical analytical skills. End-of-chapter questions further reinforce understanding and application. Designed as core reading for advanced undergraduate and postgraduate students in Strategic Management, Business Strategy, and Business Analytics, this book equips learners to make data-informed decisions, formulate competitive strategies, evaluate market expansion opportunities, identify competitors, and leverage AI effectively. Online resources accompanying the text include PowerPoint slides, a test bank, additional case studies, and data challenge materials.

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