

Code No.of the Case		Long Cases in Strategic Management	
		Free Perusal	
C63		Takshila Engineering Corporation Ltd. (Case in O.D.) Vikalpa Apr. 1982 \$	15VOT
C64		Growth Bank (Case on Strategic Management) Indian Management Aug. 1985 \$	23FGT
C65		Shilpi Ltd. (Case on SSI/Sickness) \$	47TOE
C66		Mein Kampf (A) (Case on HRD) \$	39RIA
C67		Mein Kampf (B) (Case on HRD) \$	31IIO
C68		First National Bank (Case on Organisation Structure) \$	32LWB
C69		Scooters India Ltd. (A) (Case on Strategic Management) \$ @	35VUT
C70		Scooters India Ltd. (B) (Case on Strategic Management) \$ @	22ONL
C71		Scooters India Ltd. (C) (Case on Strategic Management) \$ @	46XIO
C72		Scooters India Ltd. (D) (Case on Extraordinary Turnaround) Vikalpa, Apr.-Jun. 2001 @	21VBU
C73		Apollo Hospital Enterprise Limited (Case on Strategic Management) \$ @	24KXW
C74		Vindhya Matsya Vikas Nigam (Problems in Strategy Formulation) \$	31RML
C75		Parc Tauli Consortium Hospital (A) (Case on Mergers), (Co-authored) \$ @	45IJM
C76		Parc Tauli Consortium Hospital (B) (Case on Mergers), (Co-authored) \$ @	12KMX
C77		Parc Tauli Consortium Hospital I (Case on Mergers), (Co-authored) \$ @	21KIH
C78		Is Small Beautiful (A)? (Challenges to a new leader in public sector institution)	18BNT
C79		Is Small Beautiful (B)? (Challenges to a new leader in public sector institution)	19KTH
C80		Is Small Beautiful (C)? (Project Management as Road block in Strategy Implementation)	26TBF
C81		Is Small Beautiful (D)? (Leveraging Delays in Project Management)	34EOL
C82		Is Small Beautiful (E)? (Strategy Implementation)	41WOC
C83		Is Small Beautiful (F)? (Strike- Managing by heart)	23SOV
C84		Is Small Beautiful (G)? (Containing faculty politics)	22AXC
C85		Is Small Beautiful (H)? (How to improve infrastructure/ asset utilisation)	16ZRY
C86		The Fun of Case Writing (A) (Growth is not such a difficult task)	40QNL
C87		The Fun of Case Writing (B) (Tasks, Complexities and Challenges in Strategy Implementation)	43FQI
C88		Institute of Information Technology (Problem of Portfolio Management and Implementation)	44RDW
C89		UP State Tourism Development Corporation (Problems in Objective Setting and Strategy Formulation)	37KHH
C90		Vindhya Pradesh Forest Corporation (Case on Management Control System) \$	20HCO
C91		City Montessori School (Top Executive Values and Org. Growth Strategy) \$	24EFJ
C92		Industrial Toxicological Research Centre (Problems in Strategy Formulation) \$	22DAU
C93		Promoting Excellence (A) (Case on Management of Academic Personnel)	28EMI
C94		Academic Resource Park (How do we miss opportunities)	30MHY
C95		Rise and Fall of Kingfisher Airline	48OFU
C96		Promoting Excellence (B)	50XSH
C97		Adani Enterprise Ltd.	34ZKS
C98		Is Small Beautiful (I)? (Diversification- There is room for every player)	49QYM
C99		Marketing of Bank Services: The Case of Travellers' Cheque	21VYN
C100		Janata Bank	28MTA
C101		Viplav Bank	45LQV
C102		Vikas Bank	50JFE
C103		Bombay Bank	29KTV
C104		Central Institute of Medicinal and Aromatic Plants	15LQG
C105		The Molehill	34HQF
C106		Suman Industries Ltd.	31NQX
C107		Growth Pharma Ltd.	22QAA

C108	Kaiserganj railway Workshop	26JNY
C109	Bharat Latex Ltd.	38YAA
C110	Surprise Institute of Technology	21CGL
C111	The Essence of Case Writing	37MVT
C112	Surprise Institute of Management (A)	18OFV
C113	Surprise Institute of Management (B)	45OUC
C153	Pradeshik Cooperative Dairy Federation (PCDF)	32WYM
C154	U.P. State Bridge Corporation	12QOG

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Long Cases					
Emulating	Encouraging	Surprising	Depressing	Maddening	T
1	25	6	11	8	
Short Cases					
Emulating	Encouraging	Surprising	Depressing	Maddening	T
0	21	5	19	5	
Grand Total					
1	46	11	30	13	

Short Cases			
13	C13	Do We Matter? (Management Perspective and Change)	4UDA
14	C14	Hanumans of India	39VQL
15	C15	Kick of Creativity	1SPJ
16	C16	Gifts of God	32YJU
17	C17	Assets of Liabilities	12UZZ
18	C18	The First Beneficiary of OBC Reservation	29RNX
19	C19	Manpower	1HIW
20	C20	The Thieves	5HLV
21	C21	Who is better off?	49SMV
22	C22	Power of a Missed Meal (Strike- Managing by heart)	41MBL
23	C23	Popat	49DNP
24	C24	A Livewire Information System	3FIP
25	C25	Shabashi	25WVX
26	C26	Getting Multiple Returns (Management Case Tree)	32PHL
27	C27	The Power of Check Listing (How we miss the opportunities)	46HVA
28	C28	Power of Interior Design	36YTD
29	C29	The Experiment	27BZJ
30	C30	The Time Estimates (Project Management in Backyard)	47QSS
31	C31	Creation of a Computer Centre for Training	5JTG
32	C32	Rewards Galore (Case on Incentive System and Leadership)	14JYJ
33	C33	Punctuality	37EDB
34	C34	Birth of an Orphan	17CTG
35	C35	The Two Worlds	30UIM
36	C36	Mission at Grassroots	28QZN
37	C37	Research Incentives	9RZL
38	C38	Emerging Roles for Senior Citizens in Digital Era	7RZN

39	C39	My First Faculty Development Training	47XVO
40	C40	Customer Centric, Affordable, Flexi Pricing	39LWU
41	C41	The Mess	35NZN
42	C42	Strategic Loss	34STU
43	C43	The 4th Idiot	37KQY
44	C44	How to Earn Life Long Penalty Without Any Fault	10QJJ
45	C45	The Dreams	36RSC
46	C46	Strategic (Important, Significant and Long Term) Benefits of	17ZIX
47	C47	Old Guides for Strategists of Present Era	15AUK
48	C48	Contribution of Economics and Operation Research to	5ZTH
49	C49	Power of Preparing Checklist, Role of Heart and the Chief/	3CAM
50	C50	Decision Making in Strategic Management: Various Streams	34DEP
51	C51	Politics Managers Don't Know	12NKA
52	C52	From Barcelona with Love	1LQK
53	C53	Managing Last Leg of the Race	19BKF
54	C54	The Multiplier Effect	4QMQ
55	C55	The Cash Back	43ZPU
56	C56	Stories of Case Writing Experiences	19RED
57	C57	Death of the Orphan	8DYT
58	C58	Faculty Development	2TLQ
59	C59	Kalidasa: My Saviour	35BJR
60	C60	What is ROI Papa?	1NRC
61	C61	Dhokha: The Deception Game	34MPK
62	C62	Template for Preparing for Last Journey of Life: Through IT Handle	
63	C63	Karoona ka Khazaana	

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Long Cases					
Emulating	Encouraging	Surprising	Depressing	Maddening	Total
1	25	6	11	8	51
Short Cases					
Emulating	Encouraging	Surprising	Depressing	Maddening	Total
0	21	5	19	5	50
Grand Total					
1	46	11	30	13	101

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total
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	CODE	Priced Version	Understanding Strategic Management in a Simple Manner		Pass word	English	Hindi	Tamil		Gujarati	Kannada	Ben
			With Focus on Strategy Implementation			1	2	3		4	5	6
			TITLE			Video	PDF	PDF		PDF	PDF	PC
			Cases in Strategic Management									
13	C13	C13	Do We Matter? (Management Perspective and Change)		4UDA	KK	KK	Jayanthi		#1	Anupama	Shel
14	C14	C14	Hanumans of India		39VQL	KK	KK	Jayanthi		#2	Anupama	Ka
15	C15	C15	Kick of Creativity		15PJ	KK	KK	Jayanthi		#3	Anupama	Mor
16	C16	C16	Gifts of God		32YJU	KK	KK	Jayanthi		#4	Anupama	Sudip
17	C17	C17	Assets or Liabilities		12UZT	KK	KK	Jayanthi		#5	Anupama	Sudip
18	C18	C18	The First Beneficiary of OBC Reservation		29RNX	KK	KK	Jayanthi		#6	Anupama	A Mos
19	C19	C19	Manpower		1HIW	KK	KK	Jayanthi		#7	Anupama	Sudip
20	C20	C20	The Thieves		5HLV	KK	KK	Jayanthi		#8	Anupama	Sudip
21	C21	C21	Who is better off?		49SMV	KK	KK	Jayanthi		#9	Anupama	Sudip
22	C22	C22	Power of a Missed Meal (Strike- Managing by heart)		41MBL	KK	KK	Jayanthi		#10	Anupama	Atar
23	C23	C23	Popat		49DNP	KK	KK	Jayanthi		#11	Anupama	Sudip
24	C24	C24	A Livewire Information System		3FIP	KK	KK	Jayanthi		#12	Anupama	Atar
25	C25	C25	Shabashi		25WVXC	KK	KK	Jayanthi		#13	Anupama	Kausi
26	C26	C26	Getting Multiple Returns (Management Case Tree)		32PHL	KK	KK	Jayanthi	Div	#14	Anupama	Hijm
27	C27	C27	The Power of Check Listing (How we miss the opportunities)		46HVA	KK	KK	Jayanthi		#15	Anupama	An
28	C28	C28	Power of Interior Design		36YTD	KK	KK	Jayanthi		#16	Anupama	D
29	C29	C29	The Experiment		27BZJ	KK	KK	Jayanthi		#17	Anupama	Ras
30	C30	C30	The Time Estimates (Project Management in Backward)		47QSS	KK	KK	Jayanthi		#18	Anupama	Debr
31	C31	C31	Creation of a Computer Centre for Training		5JTG	KK	KK	Jayanthi		#19	Anupama	Sol
32	C32	C32	Rewards Galore (Case on Incentive System and Leadership)		14JYJ	KK	KK	Jayanthi		#20	Anupama	
33	C33	C33	Punctuality		37EDB	KK	KK	Jayanthi		#21	Anupama	
34	C34	C34	Birth of an Orphan		17CTG	KK	KK	Jayanthi		#22	Anupama	Ani
35	C35	C35	The Two Worlds		30UIM	KK	KK	Jayanthi		#23	Anupama	
36	C36	C36	Mission at Grassroots		28QZN	KK	KK	Jayanthi		#24	Anupama	
37	C37	C37	Research Incentives		9R2L	KK	KK	Jayanthi		#25	Anupama	
38	C38	C38	Emerging Roles for Senior Citizens in Digital Era		7RZN	KK	MSGoe	Jayanthi		#26	Anupama	Fer
39	C39	C39	My First Faculty Development Training		47XVO	KK	KK	Jayanthi		#27	Anupama	
40	C40	C40	Customer Centric, Affordable, Flexi Pricing		39LWU	KK	KK	Jayanthi		#28	Anupama	Pa
41	C41	C41	The Mess		35NZN	KK	KK	Jayanthi		#29	Anupama	
42	C42	C42	Strategic Loss		34STU	KK	KK	Jayanthi		#30	Anupama	Sey
43	C43	C43	The 4th Idiot		37KQY	KK	MSGoe	Jayanthi		#30	Anupama	As
44	C44	C44	How to Earn Life Long Penalty Without Any Fault		10QJJ	KK	KK	Jayanthi		#31	Anupama	
45	C45	C45	The Dreams		36RSC	KK	MSGoe	Jayanthi		#32	Anupama	Anjan
46	C46	C46	Strategic (Important, Significant and Long Term) Benefits of			KK	KK	Jayanthi		#33	Anupama	Reh
47	C47	C47	Old Guides for Strategists of Present Era		15AUK	KK	MSGoe	Jayanthi		#34	Anupama	
48	C48	C48	Contribution of Economics and Operation Research to		52TH	KK	KK	Jayanthi		#35	Anupama	
49	C49	C49	Power of Preparing Checklist, Role of Heart and the Chief/		3CAM	KK	KK	Jayanthi		#36	Anupama	
50	C50	C50	Decision Making in Strategic Management: Various Streams		34DEP	KK	KK	Jayanthi		#37	Anupama	
51	C51	C51	Politics Managers Don't Know		12NKA	KK	KK	Jayanthi		#38	Anupama	
52	C52	C52	From Barcelona with Love		1LOK	KK	KK	Jayanthi		#39	Anupama	
53	C53	C53	Managing Last Leg of the Race		19BKF	KK	KK	Jayanthi		#40	Anupama	Shan
54	C54	C54	The Multiplier Effect		4QMQ	KK	KK	Jayanthi		#41	Anupama	Al
55	C55	C55	The Cash Back		43ZPU	KK	KK	Jayanthi		#42	Anupama	Sal
56	C56	C56	Stories of Case Writing Experiences		19RED	KK	KK	Jayanthi		#43	Anupama	Dutta
57	C57	C57	Death of the Orphan		8DYT	KK	KK	Jayanthi		#44	Anupama	Dutta
58	C58	C58	Faculty Development		2TLO	KK	KK	Jayanthi		#45	Anupama	
59	C59	C59	Kalidasa: My Saviour		35BJR	KK	MSGoe	Jayanthi		#46	Anupama	Khan
60	C60	C60	What is ROI Papa?		1NRC	KK	KK	Jayanthi		#47	Anupama	Mi
61	C61	C61	Dhokha: The Deception Game		34MPK	KK	KK	Jayanthi		#48	Anupama	
62	C62	C62	बना ताई के पैर छूने के लामे - कारुण का बजाना				KK				Anupama	Ja

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PREFACE

FOREWORD

FULL BOOK

Shailen, P.K. Singh Pradip Khana KRS Murthy Shekh

Jayanthi

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Re-edited

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HANUMANS OF INDIA

ALL CASES IN

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(MARQUE WITH VIVEO)

IN 17 LANGUAGES

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igali	Marathi	Telugu	Malay	Urdu	Mandarin	French	German	Spanish
6	7	8	9	10	11	12	13	14
DF	PDF	PDF	PDF	PDF	PDF	PDF	PDF	PDF
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