



Hello,



If you don't know where you are going, you will likely end up somewhere else. The same is true in business. Unless you have a carefully crafted business strategy, you are essentially flying blind.

Strategy is a subject that demands an astute grasp of practical and academic aspects of business. This issue takes the thought further.

The video case study provides an illustration of a leader who successfully applied the nuances of strategy to transform the value creating capacity of the enterprise.



Video Case Study
**Vineet Nayar: Employees First,
Customers Second**



Transformation is painful; but necessary. Mr. Vineet Nayar explains the audacious strategic initiatives he undertook at HCL Technologies. He emphasizes how strategic knowledge can be

Warmly,

[The Editorial Team](#)

deployed to build and maintain long term competitive advantage. [More.](#)



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Without a well-thought strategy, a business would be like a rudderless ship. But what exactly is that critical about business strategy?

This note reveals how business strategy needs to align with an organization's viability, irrespective of its size or type. Get to know the various shades of business strategy, its applications in equally varied scenarios and impact. [More](#)

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