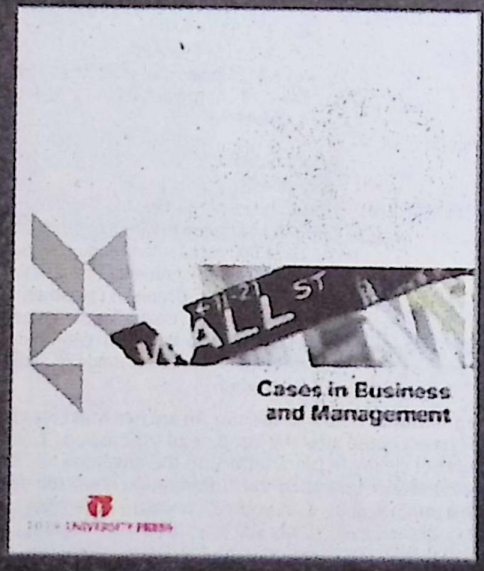
Getting a feel of the Real World

OMAR MD. MAINUDDIN



Cases in Business and Management.
By Dr. Quamrul Alam and Nazmul Amin Majumdar.
Melbourne, Australia: Tilde University Press.
First Edition. February 2009.
Price. A$39.95. 166pp. ISBN 978-0-7346-1075-1

'Cases in Business and Management' consists of twelve current business cases from America, Australia, New Zealand, India and our region. The authors have selected cases from various industrial sectors. The cases included are up-to-date with current development in the world of business and management.

An appropriate case book at both the postgraduate and the undergraduate level of the business studies, it will assist teachers in class discussions and seminar presentations. It will equip students with a thorough understanding of the business environment including: markets, critical success factors and strategies employed to gain competitive advantage, the nature of the strategic management, analysis and interpretation of business environments, the nature of competition, strengths and weaknesses related to production, logistics, finance, R&D, marketing and administration, and the role of structure, controls, rewards, culture and leadership in the implementation of strategies.

These effective examples will help students to get a real feel for both American and non-American business and strategic management environments. Cases provide student with a critical analytical framework for examining the business and management issues confronted by managers in a company. This book also offers an opportunity to understand the causes and impact of recent global financial Tsunami. The case 'Sub-prime crisis: A threat to global business' critically analyses the root causes of present financial turmoil around the world.

Each case focuses on industry-specific issues so that students can identify the differences. For example, the case 'Corporate social responsibility: a strategy tool for creating value' illustrates CSR as an effective governance tool to obtain strategic competitiveness with rivals. The case 'Tata Nano: an inspiration from an Indian conglomerate' highlights some of the components of the strategy process, strategy formulation, strategy implementation and performance measurement tools that are useful for companies when customising their strategies, finding alliance partners to co-create value, and exploring new sources of opportunities. The case Tata Nano explains how Tata Group has created a niche in the market to be the market leader of the cheapest car manufacturer in the world.

Over the past few decades, the challenges facing managers of both public and private sector organisations have continued to mount. Business enterprises are operating in a rapidly changing and more challenging world. Cases in Business and Management helps the students to understand these challenges in context of this change, as each business has unique aspects requiring its own analysis, judgement and customised strategy actions. Case analysis also helps students improve their analytical skills, and exposes them to the real situations in which company managers perform their strategic responsibilities.

The co-author Dr. Quamrul Alam was an Associate Professor of the Department of Public Administration at the Dhaka University till 1991 and at present is senior Lecturer in the Department of Management at Monash University Australia.

The co-author Nazmul Amin Majumdar is a doctoral research fellow (with an Australian Leadership Award Scholarship) in the Department of Management at Monash University Australia and a career public servant in Bangladesh.

It could be worthy for South Asian students to have an economy paperback edition. The publisher may think about a south Asian edition of this casebook.