



entrepreneur
Success SERIES

Behind every great organization is an unique alchemy of an idea and business strategy . The manner in which one supports the other is a fascinating study in business. This issue of *Sattva* covers both the aspects in a concise yet rigorous manner.

The video case study review is about Google - the business idea, people behind it and the special culture that keeps the company ticking. The research note delves into the principles of formulating a strategy and seeing it to completion.

Google Video Case Study
Google Inc



Just about everyone knows what Google does and can do. Few other companies can claim to have impacted contemporary educational, business and social life as Google has. An impact that has permanently altered the way one

Warmly,

[The Editorial Team](#)

seeks information. But how exactly did this company emerge? [More](#).



Entrepreneur Success Series [Business Strategy Formulation](#)

Strategy is almost always about competitive advantage. While the premise sounds deceptively simple, the background is anything but.

Formulating a business strategy calls for first creating a framework that addresses the company's strengths, weaknesses, opportunities and threats. This note covers those nuances of strategy formulation with examples from old and new economy companies. [More](#)

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Employees First, Customers Second



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Lamp that brings happiness



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Jack Welch at GE

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