

Download Corporate Growth And Diversification

Diversification is a corporate strategy to enter into a new market or industry in which the business doesn't currently operate, while also creating a new product for that new market. The fundamental role of diversification is for corporate managers to create value for stockholders in ways stockholders cannot do better for themselves¹. The additional value is created through synergetic integration of a new business into the existing one thereby increasing its competitive advantage. Business owners need targeted corporate level strategies to position themselves for success. Corporate-level strategies define a plan to hit a specific target needed to achieve business goals. diversification Latest Breaking News, Pictures, Videos, and Special Reports from The Economic Times. diversification Blogs, Comments and Archive News on Economictimes.com