

## 2. REVIEW OF RELATED LITERATURE

Edgar V. Roberts and Henry E. Jacobs (1809-1849) in their book *Literature* say, "Literature helps us grow, both personally and intellectually. It provides an objective base for knowledge and understanding. It links us with the broader cultural, philosophic, and religious world of which we are a part."

Johnson and Scholes, (1982) say, "strategy is a longterm goal for organistaion which helps in gaining competitive advantage for the organisation through allocation of necessary resources with internal environment to meet external demands in the market."

Kenneth Andrews, says, that "strategies a series of decisions that helps in formulating policies and revealing its goals and objectives of the organisation."

Roberts and Henry in their book *Literary* say, "*Moral / intellectual critical approach* an approach to the interpretation of literature that is concerned primarily with content and values. Moral/ intellectual criticism should differ from sermonizing to the degree that readers should always be left with their own decisions about whether they wish to assimilate the content of a work, and about whether this content is personally or morally acceptable."