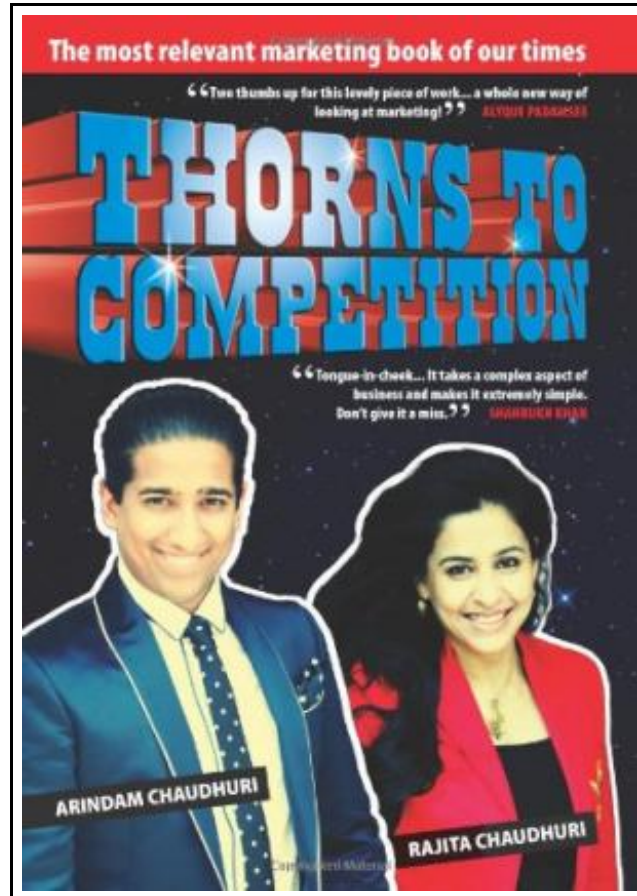


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THORNS TO COMPETITION



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Vikas Publishing House Pvt Ltd., Noida, Uttar Pradesh, India, 2011. Soft cover. Book Condition: New. THORNS TO COMPETITION is a book that presents a set of competition-beating strategies to sell a product. It showcases the selling mantra of the 21st century through the acronym T-H-O-R-N-S. TARGET IT RIGHT | HIT WHERE IT HURTS | OBSESS WITH IT | REINVENT IT | NAIL IT | SELL IT. Arindam Chaudhuri is a management thought leader and teacher, entrepreneur, public speaker, author, economist and 3-time National Award winning film maker. He is the Honorary Director of the IIPM Think at IIPM, ranked as one of india's topmost B-Schools. He is also the founder of the Planman Group which has business interest in consulting, and media and entertainment. He is the Editor-in-Chief of the Sunday Indian-the only newsmagazine in the world that comes out in 14 languages. His firm Planman Media brings out the leading business magazines Business and Economy, 4Pd Business and Marketing and Human Factor. Arindam is also the author of Planning India as well as the best-selling books Count Your Chickens before They Hatch, The Great Indian Dream (co-authored with Malay Chaudhuri), and Discover the Diamond in You. His public seminars on Leadership are a rage. He teaches Leadership and National Economic Planning in IIPM. Prof Rajita Chaudhuri is the Dean, Centre for Enterprise Management at the Indian Institute of Planning and Management, New Delhi. She is also a regular and well-acclaimed columnist of 4Ps Business and Marketing magazine. Over the years, she has been involved with various training and development activities of the institute and has conducted workshops for big and well-established industrial houses across India. Her expertise lies in a thorough knowledge of marketing strategy, business professionalism and the essence of team-building for achieving the required effectiveness. Her workshops are...



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