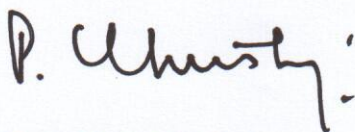


FOREWORD

As a management teacher, it is always challenging to explain various concepts in simpler terms. I appreciate the way Dr Singhvi has managed to do this great job! This book brings to the table an entire palate of knowledge but in an interesting presentation that will keep us turning to the next page.

Dr Singhvi has crystallised his vast experience with many multinational companies in various countries in the form of a reference like book 'Fast Tracking to Managerial and CEO Roles'. The vast spectrum of topics described and illustrated makes it an indispensable desk mate for every student and young entrepreneur alike. The book has broken down the silos in providing an illustrated ready reckoner kind of access that helps jog the memory for those already familiar with the concepts and providing the uninitiated a sneak peek into them. A real boon for the GeNext aspiring to encounter the new economy where they create, disseminate and utilise information and knowledge alongside labour, capital and produce. The book would be an asset to every manager and CEO.

As the Director of XLRI, I am delighted that the former visiting faculty of XLRI as well as my good friend has come up with this wonderful book. I heartily congratulate Dr Singhvi for his endeavour to reach out to the young minds and provide them with such an indispensable tool for their day to day professional activities.



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