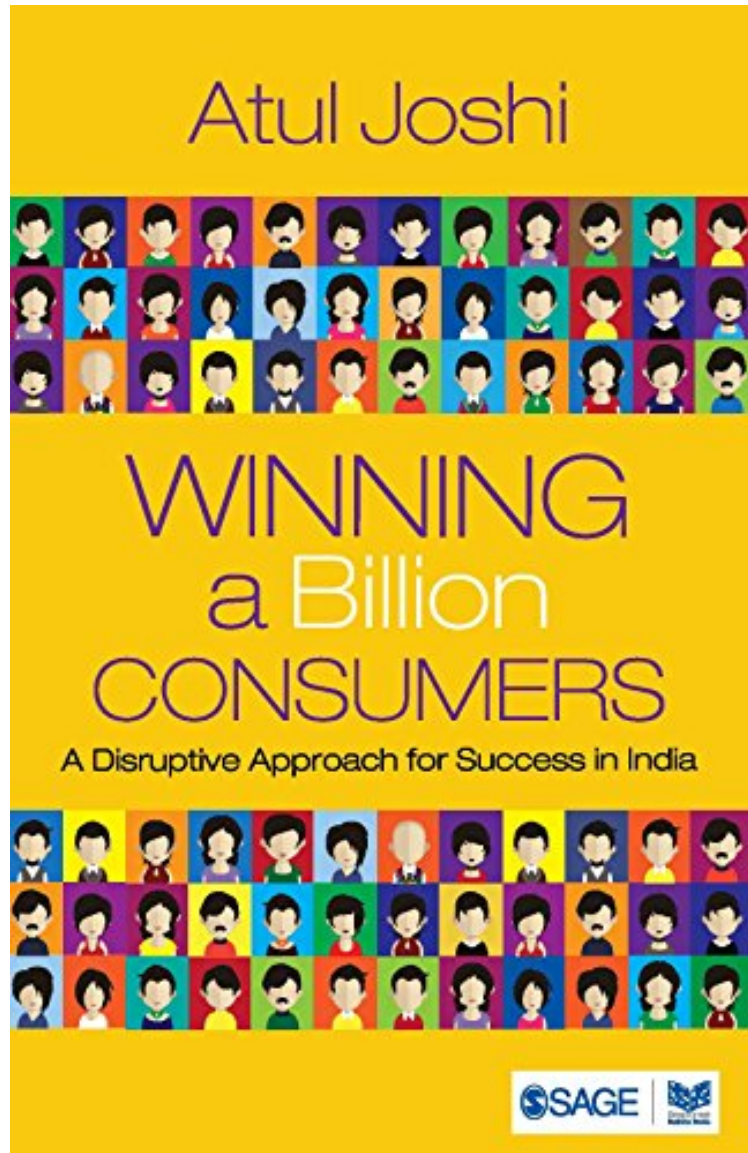


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# Winning a Billion Consumers: A Disruptive Approach for Success in India

Atul Joshi

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A must read towards not only understanding the reasons for the sloth, but also towards determining a compelling way forward. (Satish Sharma)  
The author through his extensive research has tried to understand the role of Gram Power and technologies in inclusive consumption pattern. The book is a must for professionals professing in theory and practice of business in India. It serves as an academic guide and a reference guide to students of MBA, Executive MBA, Industrialists, entrepreneurs, educators and practitioners. (Global Business , Vol 17 (Issue 4), August 2016)  
About the Author  
Atul Joshi is an accomplished business leader. In his 27 years of professional career, he has been in leadership roles with Asian Paints, Max India, Bharti Airtel, and other Indian and multinational companies. He is the Founder and CEO of The Last Mile a consulting practice with an impressive list of brands and describes his mission as bringing the decisive last mile supremacy to business strategy.