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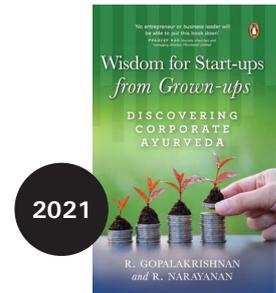
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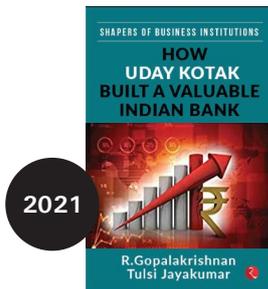
## **WISDOM FOR START-UPS FROM GROWN - UPS: Discovering Corporate Ayurveda by R. Gopalakrishnan & R. Narayanan**

The authors have significant management experience with established corporates and start-ups; one author's exposure is weighted towards corporates and the other's towards start-ups. They have pooled their knowledge and views to explain how start-up entrepreneurs can learn from the entrepreneurship of established companies.

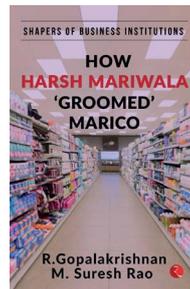


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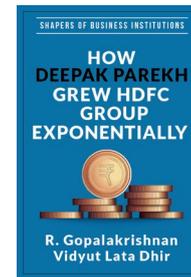
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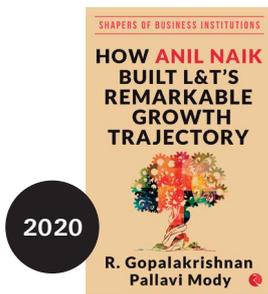
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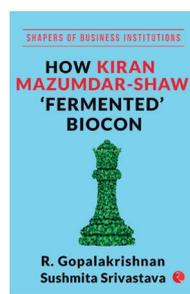
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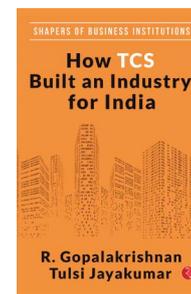
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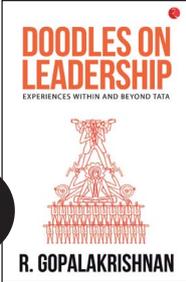
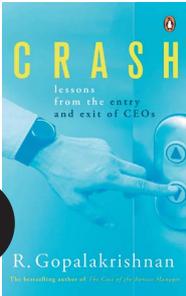
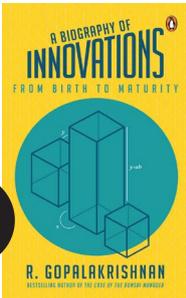


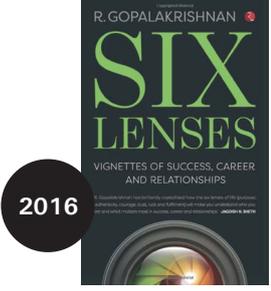
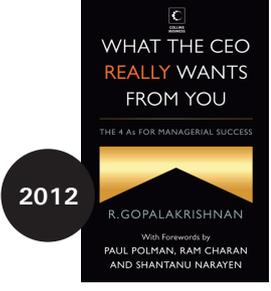
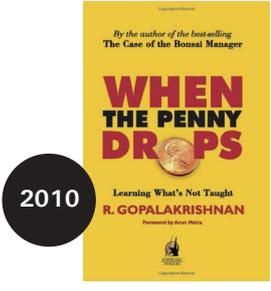
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The series is based on a research project by five academics of SPJIMR, Mumbai and R. Gopalakrishnan. Based on literature survey, desk research and interviews, the authors have arrived at a distinctive and novel perspective on what shapers of Indian business institutions do differently from good CEOs of good Indian companies.

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