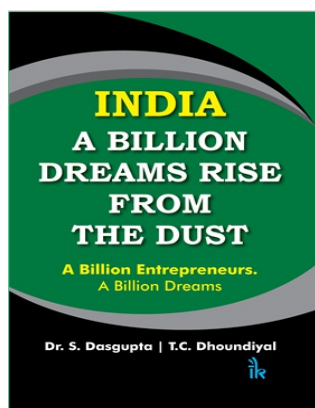


INDIA: A Billion Dreams Rise from the Dust

S. Dasgupta & T C Dhoundiyal



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About the Book

This book promotes a framework - the 3-C framework and through a series of disguised case studies the book demonstrates actual use of the framework. It can be used as a text book for teaching innovation & entrepreneurship/intrapreneurship in academic institutions. It will also be useful for trainers in management field and by academics in management schools for conducting management development programs in innovation. The 3 C framework described in the book can be used by corporate executives to accelerate innovation efforts and build new core competencies to launch high growth new businesses.

Key audience of the book: - budding entrepreneurs, intrapreneurs within large corporates, management and engineering students, academic researchers with innovation as key research interest, faculty and corporate trainers in innovation field.

Salient Features

- 21 case studies - 6 real life and 15 disguised
- Extensive case teaching notes on 15 disguised cases as solution
- A unique and first-time enumerated framework on innovation - called the 3 C framework
- Explains the concept of COUNTER-INTUITIVE intelligence - which will dominate business thinking post Covid-19 pandemic
- Demonstrates how to innovate with minimum resources and time and how to get maximum bang for the buck spent
- An integrated innovation framework at three levels - product/business/organization
- Shows the path to the future - Corporate accelerator models using 5th generation AI technologies on a quantum computing cloud

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About the Author

S. Dasgupta :- is a Cost Accountant and holds a doctoral degree in strategic management from BITS Pilani. He has 27 years of industry & teaching experience. He has published a number of research papers in international refereed journals. His research interests include Technology-Human interface, innovation and Dynamic Capabilities Theory in strategy.

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