

Herbalife Marketing Plan

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Plunkett's Retail Industry Almanac 2008 - Jack W. Plunkett 2007-12

No other guide covers the complete retail picture like this exciting new volume. America's retail industry is in the midst of vast changes - superstores and giant discounters are popping up on major corners. Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends and a thorough analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section covering nearly 500 firms gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

Die Systeme der progressiven Kundenwerbung unter besonderer Berücksichtigung des Multi-Level-Marketing-Systems - Bianca Schöpfer 2016-03-09

Der Vertrieb von Produkten im Wege des Multi-Level-Marketing-Systems ist nicht nur in den USA weit verbreitet, sondern hat auch in der Bundesrepublik Deutschland zunehmend an Bedeutung gewonnen. So bietet das Multi-Level-Marketing-System den Unternehmen eine kostengünstige Werbung, indem die Werbung von Kunden durch den Kunden selbst erfolgt. Die im System tätigen Verkäufer erhalten durch das Multi-Level-Marketing-System die Möglichkeit, ihre Vertriebstätigkeit flexibel auszunutzen. Den Abnehmern wird eine individuelle Beratung geboten. In der Rechtsprechung aber und auch in der Literatur wird das Vertriebssystem des Multi-Level-Marketing teilweise kritisiert und mit den gemäß § 16 Abs. 2 UWG strafbaren Systemen progressiver Kundenwerbung gleichgestellt. Hier setzt die vorliegende Arbeit an und untersucht, inwieweit das Multi-Level-Marketing-System in den Bereich der progressiven Kundenwerbung einzuordnen ist. Sowohl das Multi-Level-Marketing-System als auch Schneeball- und Pyramidensysteme als Haupterscheinungsformen progressiver Kundenwerbung werden im Rahmen dieser Untersuchung unter den Tatbestand des § 16 Abs. 2 UWG subsumiert und miteinander verglichen. Darüber hinaus geht die Verfasserin der Frage nach, aus welchem Grund die progressive Kundenwerbung unter Strafe gestellt ist. In einem weiteren Abschnitt wird geprüft, ob sich die Kriterien, die die Strafbarkeit progressiver Kundenwerbung begründen, auch auf das Multi-Level-Marketing-System übertragen lassen. Schließlich untersucht die Autorin, ob und inwieweit die Norm des § 16 Abs. 2 UWG einer Änderung bedarf.

Forbes - 2004

Losing it - Laura Fraser 1997

Journeys into the past to investigate America's obsession with weight and interviews today's weight-loss profiteers, coming to the conclusion that, far from helping people lose weight, the diet gurus contribute to Americans' weight obsession and obesity.

The Antiracist Business Book - Trudi Lebron 2022-04-19

The Antiracist Business Book is the first of its kind, as DEI business coach Trudi Lebrón offers business owners real-life lessons on how to build, reshape, and re-envision their work to support and repair the wealth of all people.

DICOEN-2003 - Fernando F. Ramallo 2006

"A selection of the papers presented at the 2nd International Conference on Discourse, Communication, and Enterprise (DICOEN-2003), held at the University of Vigo (Spain) in November 2003"--P. iii.

Plunkett's Retail Industry Almanac 2009 - Jack W. Plunkett 2008-12

No other guide covers the complete retail picture like this exciting new volume. America's retail industry is in the midst of vast changes - superstores and giant discounters are popping up on major corners. Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends and a thorough analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section covering nearly 500 firms gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

Time - 2003

The Everything Guide To Network Marketing - Esther Spina

2015-11-13

Proven techniques for multilevel marketing success! Whether you're looking for a career change, a flexible part-time job, or a way to make money while staying home with the kids, network marketing is one of the fastest-growing business opportunities available. From services you need to products you love, there are hundreds of network marketing jobs to explore, and some are as easy as throwing a party with your closest friends. If you're willing to learn and dedicate the necessary time and energy, network marketing can help you achieve your dreams of financial independence. This step-by-step guide includes all the information you'll need to get started, including how to: Find a product you'll love selling and a company you'll enjoy working with Identify a sponsor to help you get started and meet your goals Develop a personal business plan Improve your marketing and sales skills Grow and support your team Maximize your income Packed with expert tips and best practices from successful marketers, The Everything Guide to Network Marketing will help you achieve financial goals while helping others do the same.

MULTI LEVEL MARKETING - PRABHU TL

A business strategy known as multilevel marketing (MLM) entails hierarchical, unpaid sales teams selling goods directly to customers while also hiring new firm sales representatives. Referral marketing and network marketing are other names for multilevel marketing. Existing MLM employees market and sell the company's goods to a network of potential consumers. They are frequently asked to recruit new employees to join the company's rising sales levels. A multilevel marketing company's organizational structure always includes a hierarchy of roles or levels that may be attained through effective sales or recruitment and are connected to prizes and promotions for the associates. A direct sales or B2C (business-to-consumer) company offers goods or services to lone sales representatives in multilevel marketing, who frequently operate as their own small business owners. Then, without a physical shop, these reps concentrate on selling a good or service directly to customers. Within the MLM organization, independent distributors serve as sales representatives, brand ambassadors, or micro-influencers. There may be only a few levels between the top executives and the newest members in

an MLM company's structure, known as a flat hierarchy. An MLM company model may have responsibilities for the CEO, distributor, sales representative, sponsor, and recruiter. There is typically a compensation strategy in place. Every sales representative above the lowest level typically shares in the profits from sales made by those below them. In MLMs, salespeople are compensated with fixed commissions rather than hourly pay at all levels. The representatives' primary objective is finding new distributors, but they can also make money by promoting and selling the company's goods.

The Millionaire Training - Larry Thompson 2021-01-19

Marketing Management - F. Lao 1998

America Adrift Lawrence Rosencrantz 2011-11-14

This is a book about bringing us together; about finding common ground so that we can address the grave challenges we face as a nation. It explores the sources of our current discord and disarray and offers a path to resolution of the entrenched economic and political differences that are immobilizing us as a nation. The mere election of new politicians, or the creation of new political parties, whether they promise more government action, or less government interference, will not move us forward if they are products of the same broken system. And our democracy is badly broken. *America Adrift* offers new thinking and new approaches so that we can unite, regardless of party or polemic, to restore the promise of our democracy and ensure a brighter future for all of our citizens.

The Value Line Special Situations Series 2008

Contemporary Newsmakers - 1985

When the Wolves Bite - Scott Wapner 2018-04-24

The inside story of the clash of two of Wall Street's biggest, richest, toughest, most aggressive players--Carl Icahn and Bill Ackman--and Herbalife, the company caught in the middle. With their billions of dollars and their business savvy, activist investors Carl Icahn and Bill Ackman have the ability to move markets with the flick of a wrist. But what happens when they run into the one thing in business they can't control: each other? This fast-paced book tells the story of the clash of these two titans over Herbalife, a nutritional supplement company whose business model Ackman questioned. Icahn decided to vouch for them, and the dispute became a years-long feud, complete with secret backroom deals, public accusations, billions of dollars in stock trades, and one dramatic insult war on live television. Wapner, who hosted that memorable TV show, has gained unprecedented access to all the players and unravels this remarkable war of egos, showing the extreme measures the participants were willing to take. *When the Wolves Bite* is both a rollicking, entertaining read--a great business story of money and power and pride.

Symptomatic Addict - Philippa Sue Richardson 2015-01-07

Nobody said life would be easy, and it hasn't been for Philippa Sue Richardson. In 2012, she moved to Melbourne, Australia, where her life altered greatly, changed for the better—but it took some time to get there. Through struggles with physical and mental health, Philippa prevailed and found a way to live a life of gratitude. *Symptomatic Addict* is Philippa's way of reaching out to the world, sharing her thoughts moment by moment. Her words take all forms, from recipes to poems to sudden self-actualizing epiphanies. She truly and fearlessly expresses herself through her experiences, adventures, and innermost thoughts. In order to find peace, Philippa believes a person must first find respect and thankfulness. Every unforeseen trial and tribulation has meaning, and with thankfulness, it is possible to embrace even the darkest of times. In life, few things are what they seem, but everything serves its purpose if only we slow down, observe, and enjoy.

Business Franchise Guide Commerce Clearing House 1980

A new Distribution for a new Economy concept - "Ecocube" Christian Minotto

The book treats a private research during a Chief Executive Management and some useful concepts to master a company and how to construct a new distribution for a new economy more direct than the traditional one. I called it "Ecocube" and I hope in a general diffusion of the projects described in the book and the ones you can create within.

Easy Network Marketing - Ranjot Singh chahal

The purpose of writing this network marketing book is to tell you all about network marketing well and how profitable it can be. Every word

has been written with hard work and dedication. Easy Network Marketing will help people to begin Network Marketing in a simple manner. It will allow you to eliminate unnecessary mistakes and save time. Additionally, you will be able to tackle your team better. In turn, you will learn more in less time. Ultimately, you will learn how to Build a solid career in Network Marketing and Create Unlimited Leads. During the process, you will learn simple practical format, use social media for prospecting as a pre - invite technique and Understand the art of inviting and appointment setting. Through this, you will learn to Edification rules and tips and Understand and counter non stated objections in prospect's mind. You will be able to Show your business plan as per technique acceptable to human mind. You will learn Practical closing techniques for Network Marketing, in addition to Follow up rules and tips. You will learn about Personality development for a perfect Networker. The book also explains how to Understand body language for rapport building and Personal Branding tips to kick start your marketing campaign. To do this, you will Learn the art of duplication etc. I am positive that this book will be helpful in your quest of network managing

Gendered Lives - Nadine T. Fernandez 2022-01-01

A gender studies textbook that takes an anthropological approach. *Gendered Lives* takes a regional approach to examine gender issues from an anthropological perspective with a focus on globalization and intersectionality. Chapters present contributors' ethnographic research, contextualizing their findings within four geographic regions: Latin America, the Caribbean, South Asia, and the Global North. Each regional section begins with an overview of the broader historical, social, and gendered contexts, which situate the regions within larger global linkages. These introductions also feature short project/people profiles that highlight the work of community leaders or non-governmental organizations active in gender-related issues. Each research-based chapter begins with a chapter overview and learning objectives and closes with discussion questions and resources for further exploration. This modular, regional approach allows instructors to select the regions and cases they want to use in their courses. While they can be used separately, the chapters are connected through the book's central themes of globalization and intersectionality. Nadine T. Fernandez is Professor of Anthropology at the State University of New York Empire State College. She is the coeditor (with Christian Groes) of *Intimate Mobilities: Sexual Economies, Marriage and Migration in a Disparate World*. Katie Nelson is Instructor of Anthropology at Inver Hills Community College. She is the coeditor (with Beth Shook, Kelsie Aguilera, and Lara Braff) of *Explorations: An Open Invitation to Biological Anthropology*.

Get Big Fast and Do More Good - Ido Leffler 2013

The founders of a beauty brand share stories, inspiration, and advice on how entrepreneurs can grow their companies rapidly, ethically, and environmentally responsibly, recounting the decisions that have affected their partnership.

Marketing Hope - Leonie Schiffauer 2019-05-01

Multilevel marketing and pyramid schemes promote the idea that participants can easily become rich. These popular economies turn ordinary people into advocates of their interests and missionaries of the American Dream. *Marketing Hope* looks at how different types of get-rich-quick schemes manifest themselves in a Siberian town. By focusing on their social dynamics, Leonie Schiffauer provides insights into how capitalist logic is learned and negotiated, and how it affects local realities in a post-Soviet environment.

Weight Reduction Products and Plans - United States. Congress. Senate. Committee on Governmental Affairs. Permanent Subcommittee on Investigations 1985

MKTG - Charles W. Lamb 2020-04-20

MKTG from 4LTR Press connects students to the principles of marketing—bringing them to life through timely examples showing how they're applied at the world's top companies every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Business Plan Workbook - Colin Barrow 2021-02-03

Lay down the foundations of a successful business venture through a thoroughly researched and competitive business plan. Based on tried and tested business methodology used at the leading business school, Cranfield School of Management, this 10th edition of *The Business Plan Workbook* guides you through all the necessary steps to constructing a winning business plan. This is a practical run-through of 26 key areas of development of strategic planning. It will allow you to think of these

areas in isolation through the use of assignments that ensure you have stress-tested your business proposition. This guide covers how to - Come up with a winning business idea - Complete market and competitive research - Set up a winning marketing strategy - Forecast watertight financials and projections - Define realistic operations and staffing - Deliver an unforgettable pitch to potential backers and investors This new and fully updated edition includes 67 business case studies that show you how successful entrepreneurs have dealt with strategic planning in the past. The content has been streamlined to focus on the most critical parts of business planning, ensuring you spend time where it matters and stay competitive. With new information resources and financial planning consideration, this is an invaluable guide for entrepreneurs, business executives and students.

International Directory of Company Histories - Tina Grant 2001 Multi-volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location. For students, job candidates, business executives, historians and investors.

150 Jobs You Can Start Today - Deborah Jacobson 2003-10-07 Whether you're a seasoned professional or a recent graduate, a job search can take many months. Now, in 150 Jobs You Can Start Today, Deborah Jacobson reveals 150 ways you can take charge of your career, start making money, and put your unique skills and talents to work—right now. From Real Estate Appraiser to Wedding Planner, these flexible, off-the-beaten-path professions can be tailored to suit your personality and schedule, whether you're looking to bridge the gap between jobs, launch a new career, pay your way through school, or simply make some extra cash. Each job profiled includes a detailed overview of the necessary skills, expected salary or income, real-world benefits and pitfalls, and easy-to-use resources for getting started. The ultimate handbook for today's economy, 150 Jobs You Can Start Today gives you everything you need to beat the job market and fuel your own prosperity and success. Massage Therapist • Wedding Planner • Apartment Manager • Real Estate Appraiser • Private Tutor • Web Designer • Seasonal Tax Accountant • Party Promoter • Personal Shopper • Focus Group Organizer • Home Clothing Sales • Music Teacher • Start Your Own 900 Number • Catering • Artist's Model • Telemarketing • Cruise Ship Entertainer • Personal Assistant • Script Reader • Web Page Designer • Yoga Teacher • House Painter • Personal Trainer • Home Remodeler • Sports Referee • City Tour Guide • Traffic School Teacher • Pet Care • Professional Companion • Proofreader

Adweek - 1998

Vols. for 1981- include four special directory issues.

Marketing Strategy O. C. Ferrell 2021-03-03

Learn how to think and act like an effective marketer and forward-focused disruptor in today's dynamic, fast-paced business environment with Ferrell/Hartline/Hochstein's **MARKETING STRATEGY**, 8E. You learn to develop long-term, customer-oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples from organizations as familiar as Spotify, Nintendo and Microsoft work with updated vignettes and the latest research and data. New cases from Tesla, Netflix and even the recent COVID-19 pandemic clearly illustrate the need for marketers to think proactively and anticipate change. You examine today's trends, from strategic digital marketing tools and integrated marketing communication to new marketing models. This edition also discusses product labeling, social media segmentation, crisis preparedness and innovation in global marketing as you learn to analyze, plan and implement effective marketing strategies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Health Schemes, Scams, and Frauds - Stephen Barrett 1990

A guide to identifying worthless medical treatments and remedies discusses the threat they pose to consumers and what can be done to avoid questionable practices and products

Business Ethics: Ethical Decision Making & Cases O. C. Ferrell 2016-01-01

Packed with cases, exercises, simulations, and practice tests, the market-leading **BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES**, 11th Edition, thoroughly covers the complex environment in which managers confront ethical decision-making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs -- helping you see how ethics can be integrated into key strategic business decisions. Thoroughly revised, this edition

incorporates coverage of new legislation affecting business ethics, the most up-to-date examples, and the best practices of high-profile organizations. It also includes 20 new or updated original case studies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Space Travel er James Vincent 2003-09

James Vincent is a "world class" musician. That he is not a household name is entirely by his choice, yet almost all who have seen him perform or heard his recordings have become his fans. He has written a unique, brutally honest account of his life... his childhood and discovery of the guitar; his going on the road at seventeen to play in seedy dives and military service clubs; later, in famous upscale clubs across the country; then making records and playing huge concert venues. James gives us an inside look at the recording industry... the studios, the performers, producers and promoters. He gives us behind the scenes insights into many famous personalities... names like Santana, Garcia, Harrison and Cetera, and acknowledges some unsung heroes in the music world. His cast of characters includes the very rich and the down and out, the saint and the prostitute, the famous, the infamous and the very bizarre. This is a story about learning the hard way; about dysfunctional families, choices and consequences, lust, infidelity, despair, triumph, tragedy, friendship and betrayal. Most of all, it is a life's journey to discover the meaning of unconditional love and spiritual fulfillment. It is indeed, an odyssey. -R.J.M.

Land of Necessity Alexis McCrossen 2009-06-19

Published in cooperation with the William P. Clements Center for Southwest Studies, Southern Methodist University. In *Land of Necessity*, historians and anthropologists unravel the interplay of the national and transnational and of scarcity and abundance in the region split by the 1,969-mile boundary line dividing Mexico and the United States. This richly illustrated volume, with more than 100 images including maps, photographs, and advertisements, explores the convergence of broad demographic, economic, political, cultural, and transnational developments resulting in various forms of consumer culture in the borderlands. Though its importance is uncontested, the role of necessity in consumer culture has rarely been explored. Indeed, it has been argued that where necessity reigns, consumer culture is anemic. This volume demonstrates otherwise. In doing so, it sheds new light on the history of the U.S.-Mexico borderlands, while also opening up similar terrain for scholarly inquiry into consumer culture. The volume opens with two chapters that detail the historical trajectories of consumer culture and the borderlands. In the subsequent chapters, contributors take up subjects including smuggling, tourist districts and resorts, purchasing power, and living standards. Others address home décor, housing, urban development, and commercial real estate, while still others consider the circulation of cinematic images, contraband, used cars, and clothing. Several contributors discuss the movement of people across borders, within cities, and in retail spaces. In the two afterwords, scholars reflect on the U.S.-Mexico borderlands as a particular site of trade in labor, land, leisure, and commodities, while also musing about consumer culture as a place of complex political and economic negotiations. Through its focus on the borderlands, this volume provides valuable insight into the historical and contemporary aspects of the big "isms" shaping modern life: capitalism, nationalism, transnationalism, globalism, and, without a doubt, consumerism. Contributors. Josef Barton, Peter S. Cahn, Howard Campbell, Lawrence Culver, Amy S. Greenberg, Josiah McC. Heyman, Sarah Hill, Alexis McCrossen, Robert Perez, Laura Isabel Serna, Rachel St. John, Mauricio Tenorio-Trillo, Evan R. Ward

Distribution Law of the United States - David Gurnick 2011-09-01

Distribution Law of the United States has extensive discussions of the various methods for distribution and applicable laws, including locating and recruiting distributors, UCC Article 2, product liability, product warranties, trade regulation, antitrust considerations, the intellectual property laws -- patent, trade secret, and copyright -- which have varying degrees of importance in product distribution, and an extensive treatment of trademark law and labeling, which are almost always important in product distribution. The text also has brief discussions of other areas of law that are relevant to product distribution, including United States import regulation. Sample forms are provided in the Appendix.

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Malls are lagging while "power centers" are surging ahead. Savvy firms are combining bricks, clicks and catalogs into multi-channel retail powerhouses. Which are the hottest retailers? What lies ahead? Our market research section shows you the trends and a thorough analysis of retail technologies, chain stores, shopping centers, mergers, finances and future growth within the industry. Included are major statistical tables showing everything from monthly U.S. retail sales, by sector, to mall sales per square foot, to the 10 largest malls in the US. Meanwhile, the corporate profiles section covering nearly 500 firms gives you complete profiles of the leading, fastest growing retail chains across the nation. From Wal-Mart and Costco to Barnes & Noble and Amazon, we profile the major companies that marketing executives, investors and job seekers most want to know about. These profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. Purchasers of the printed book or PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

Business Ethics: Ethical Decision Making and Cases - O. C. Ferrell
2021-06-16

Learn to make successful ethical decisions in the midst of the new business realities of 2020 and 2021 with Ferrell/Fraedrich/Ferrell's market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 13E. Packed with current examples and exercises, this edition demonstrates how to integrate ethics into key strategic business decisions as reorganized chapters clearly present the ethical decision-making process in today's complex ethical, legal, social and political environments. New scenarios highlight 2020 economic and pandemic realities and preview ethical challenges you are most likely to encounter

as a new manager. Updates address the processes and best practices behind successful business ethics programs as well as the latest legislation and new coverage of global sustainability and corporate social responsibility. New and original cases provide insights into ethics in familiar organizations, such as Tesla and TOMS, while exercises reinforce concepts with hands-on applications. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

AN ART AND SCIENCE OF NETWORK MARKETING:

MILLIONAIRE (A GUIDE TO ZERO TO MILLIONAIRE) - Prof. (Dr.) Arun Kumar 2022-01-27

Prof. (Dr.) Arun Kumar , B.Tech (IT), M.Tech (CSE), PhD(A.I), He has 10+ years of Experience in (Professor, Researcher, Entrepreneur, Writer, Motivator, Business Trainer, Engineer, Developer,) Founder, President, CEO, Prerna Society of Technical Education and Research, New Delhi. He has published 30+ Research Papers in National, International Journals, and Conferences. 10+ Books, 05+ National and International Journals Editors, Worked as Professor and C.O.E, H.O.D in various Engineering Colleges and Universities. Editor in Chief in International Journal of Computer Science and Information Technology Research Excellence (IJCSITRE): www.ijcsitre.org since 2011 Assistant Editor in Chief: International Journal of Applied Science Technology Research Excellence (IJASTRE): www.ijastre.org, since 2011. He is Trusted Educator and Successful Technical teachers to over 10,000+ students in engineering fields. He has been practical and experimental in providing CEO training to more than 500+ CEOs in the country.

Info-C - 1995

9th Circuit Update - 2001