

## The importance of being earnest

Publisher: Metropolis

Year: 1997

**F**OR THOSE who want to enter the corporate world, the basic prerequisite is a three letter word - MBA. What about all those who can teach management theories, do they have an edge? At least Nirmalya Kumar does as Professor, marketing and retailing at the International Institute of Management Development (IMD) which is a business school of global repute. Having graduated from Calcutta University, Kumar acquired his doctorate in marketing from North Western University, USA.

His track record includes teaching at the business school at Penn State and North Western University, consultancy with the Ford Motor Company (USA), ICI (UK), Texas Instruments (Germany), and an exhaustive



**ARTICULATE:** Nirmalya Kumar

range of research writing for publications like the Harvard Business Review, International Journal of Research in Marketing...

"For any company to succeed, it is imperative to have very skilled people because, in the

end, the bottom line comes down to whether you have the required managerial talent which can understand the core competencies and how these can fit into the market. All business is, in essence, about managing people and a