

GLOBAL OUTREACH PROGRAMME

IIPM Ahmedabad and Planman Consultancy as a part of Global Outreach Programme conducted Chief Executive Forum in Ahmedabad in March. This time we had with us Prof. Lakshman krishnamurthi from Kellogg School of Management as the chief instructor along with Prof. Anirudh sharma to deliberate upon *Customer Advantage Strategy*. The session enabled the participants to link business goals, marketing objectives, core competence and customer knowledge into a winning marketing strategy. Prof. Krishnamurthy also described a methodology to price a product or service, based on the value that it provides to customers, at the same time demonstrated that value pricing is a win-win situation for both sellers and buyers. At the end of the day, participants from the corporate world were elated having got their dose of marketing fundas, that too from an Ivy League professor!

Professor took a separate and exclusive session for IIPM-Ahmedabad students also. All in all it was a great learning opportunity for the student fraternity that duly complimented their classroom learning.

Snapshots of the GOP:



“Prof. Laxman Krishnamurthy, Kellogg’s School of Management addressing to the Corporates”

Prof. Krishnamurthy interacting with the Corporates.

