

NOIDA MANAGEMENT ASSOCIATION
C 20/6A, SECTOR 62 NOIDA
Phone 0120-2401305, 6494413

16/01/2012

BOOK LOVERS' FORUM

Dear Members,

I am delighted to invite you to the third Meeting of "**Book Lovers' Forum**", which is scheduled to be organised on 11th February 2012 (Saturday) at 5:00 PM in NMA House.

As you are aware, Noida Management Association is an apex body of Professional Management which stands for facilitating "**Excellence in Management**". Today we are working towards making NMA a leading thought leadership and knowledge institution in the region of Noida and Greater Noida where lots of opportunities are opening up for the growth of industries and business.

We at NMA strongly believe that the key to move forward is to reach to each professionals individual managers and organizations in an around Noida and Greater Noida to work together for the cause of promoting excellence in management and update our knowledge. With the above backdrop in mind "Book Lovers Forum" has been planned to fill this gap. It will be conducted by NMA Members themselves on participation basis.

For our third Meeting we have selected a book of Mr. C.K. Prahalad "**The Fortune at the Bottom of the Pyramid**". Three to four Members of NMA will be presenting the book for the benefit of our members. Mr. C.K. Prahalad was a distinguished University Professor of Strategy, at The Ross School of Business, the University of Michigan in USA. He was a globally recognized Management thinker. It was Mr. C.K. Prahalad who gave the concept to the world community that out of seven billion world populations, five billion are poor, and they have a purchasing power of US \$ 5 Trillion (Rs. Three Lac Crores). Large number of corporations have listened and experimented with this idea and the concept really gave momentum and has produced profitable business for itself. This is one of the best book on management the thought of which shall be shared by our members.

I therefore request you to please make it convenient to participate in this new activity being added and derive full benefit from it. I look forward to your confirmation.

S.K. Tomer
Tandan
President (Acting)
President

Sanjiv
Vice