

Editorial

Prosperity is the greatest dividend from peace. Leadership is the key link that integrates Global vision, regional cooperation and national mission. In his 'Leadership for the Billion' course, Dr. A. P. J. Abdul Kalam highlights the three-dimensional leadership action for world prosperity and peace. Leadership permeates not only at the global level but across all levels. In the organizational context, the onus of prosperity and growth lies on the CEO. Drawing from his own experiences, Dr. J. J. Irani shares his thoughts on 'What a CEO should do.'

This issue brings out the regular mix of articles, cases, and book reviews. The article on 'improving credit scoring accuracy by population segmentation' provides important insights whereas the other article raises an interesting question 'can advertise nurture an ecocentric vision?' The case of Gujarat State Road Transport Corporation brings the issue of strategic transformation to our readers. This issue also provides the insights on the role of interpretation in case method of teaching. The review section is a careful selection of book reviews covering issues such as global financial crisis, terrorism, marketing communication, and strategy.

The second volume of Indore Management Journal is delayed for reason beyond our control. We have constituted a new editorial board and we plan to catch up and bring the other issues on time.

Editorial Team

Indore Management Journal