PUBLICATION ANNOUNCEMENT

Pallikkutam Publications brings out its first book in the series Creative Living:

CONDEMNED TO BE CREATIVE

by Varghese Panthalookaran CMI

The book is comprehensive in delineating various aspects of human creativity.

Pradip N Khandwalla
Former Director, IIM-Ahmedabad

This is a must-read to understand creativity in its truest sense and with the utmost objectivity.

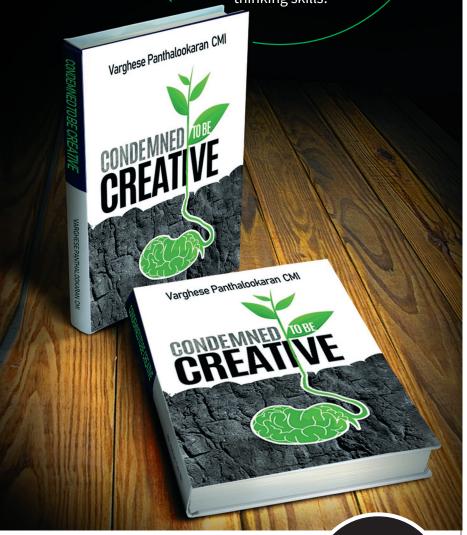
Debashis Chatterjee Director, IIM-Kozhikode

... the need for creativity grows stronger by the day. 'Condemned to be Creative' is an attempt to equip GenXYZ and beyond for coping with this escalating need.

Mathew J Manimala Director (Research), XIME Bangalore

(The book) comes at the right time when 'Make in India' is gaining momentum!

Sathya Prasad M Vice President, Ashok Levland Technical Center Ability
to think in a creative
manner is essential for
definitive success in one's life and
career. Some are born with those skills;
but anybody can nurture them by regular
practice. Here is a book that helps cultivate
attitudes, values and skills required for
creative thinking. It also provides a multitude
of techniques to master it. A must read
for teachers, students, institution
leaders and everyone who would like
to develop their creative
thinking skills!



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*Pricing excludes postage charges

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