

PUBLICATION ANNOUNCEMENT

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

CONDEMNED TO BE CREATIVE

by Varghese Panthalookaran CMI

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!

“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 Leyland Technical Center



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