



Pitch It!: Inspirational Stories from the Cricket Dressing Room to the Corporate Boardroom

Dev Prasad

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Pitch It! is an innovative and delightful book consisting of enthralling anecdotes linking top cricketing giants and corporate moguls that will act as a catalyst for professionals to soar to top echelons in their respective fields.

Peppered with fascinating case studies from an eclectic spectrum of industries ranging from IT, Consumer Goods, Automotive, Aerospace, Banking, Petrochemicals, and Food & Beverages, Pitch It! provides the essential blueprint for creating and sustaining winning organizations.

‘Pitch It! is a great compilation of winning strategies... Greatly enjoyed following winning habits through the lenses of two different arenas I love’—K Srinivas, President, Consumer Business, Bharti Airtel Limited

‘A great assembly of vignettes of the game and its relevance in business. Loved each chapter...makes you want to go back to it each time. Unputdownable!’—S.V. Nathan, Director, Deloitte

Pitch It! has a foreword by Kiran Mazumdar-Shaw and epilogue by former Indian cricketer & coach, Venkatesh Prasad.

Dev prasad’s debut book KRISHNA: A Journey Through the Lands & Legends of Krishna was longlisted for 2010 Vodafone Crossword Award.

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