

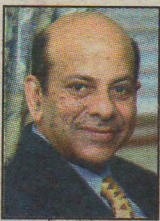


**Executive Master Class with
Dr. Vijay Govindarajan
Star of Mysore | January 24, 2016**

STAR OF MYSORE

Sunday 24th January 2016

Masterclass with renowned Management Guru at MYRA



Dr. Vijay

Mysuru, Jan.24 (KS)- MYRA School of Business, Yelwal, in collaboration with Harvard Business Review Press, has organised 'Masterclass with Dr. Vijay Govindarajan,' Coxe Distinguished Professor at Tuck, Dartmouth, USA and Marvin Bower Fellow at Harvard Business School, USA, on Jan. 30 between 11 am and 1 pm at its premises in city.

This Masterclass is based on Dr. Vijay Govindarajan's forthcoming book titled '*Three Box Solution: A Strategy For Leading Innovation*' which is scheduled to be released in April this year.

About Dr. Vijay

Dr. Vijay Govindarajan, known as VG, is widely regarded as one of the world's leading experts on strategy and innovation.

He was the first Professor in Residence and Chief Innovation Consultant at General Electric (GE). He worked with GE's CEO Jeff Immelt to write "*How GE is*

Disrupting Itself," the Harvard Business Review (HBR) article that pioneered the concept of reverse innovation — any innovation that is adopted first in the developing world. HBR picked reverse innovation as one of the Great Moments in Management in the Last Century. In the latest Thinkers 50 Rankings, Govindarajan is ranked as No. 1 Indian Management Thinker.

Prior to joining the faculty at Tuck, VG was on the faculties of Harvard Business School, INSEAD (Fontainebleau) and the Indian Institute of Management at Ahmedabad.

VG's research has garnered numerous accolades. He was inducted into the Academy of Management Journals' Hall of Fame, and ranked by Management International Review as one of the Top 20 North American Superstars for research in strategy.

One of his papers was recognised as one of the ten most-often cited articles in the entire history of Academy of Management Journal.