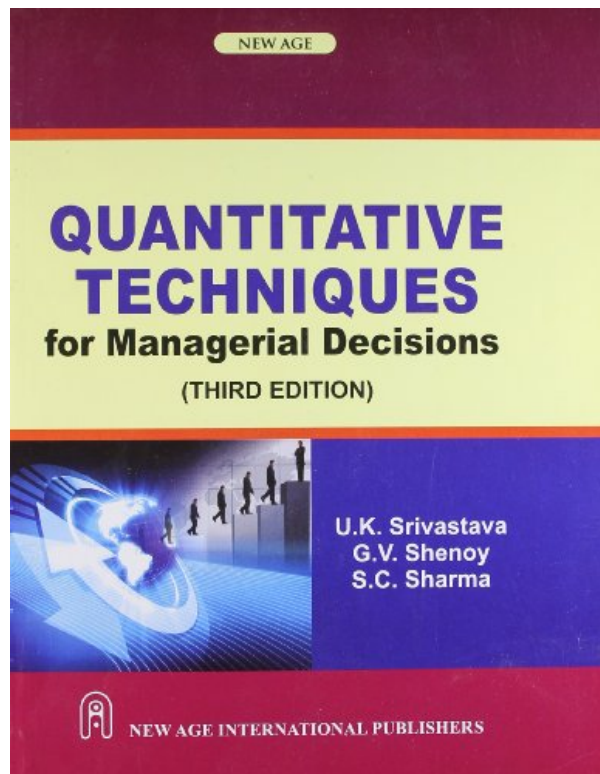


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## for Managerial Decisions

(THIRD EDITION)



U.K. Srivastava  
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Dr. U.K. Srivastava obtained his Ph.D. degree in Economics and did post doctoral work at Iowa State University, USA. After working at Iowa State University for about 2 years, he joined Indian Institute of Management Ahmedabad (IIMA), where he worked for about 20 years (1973-93). After leaving IIMA, Dr. Srivastava started his own consultancy firm in the name of P.S. Management Consultants at Ahmedabad. He is a Certified Management Consultant (CMC). He is also the Chairman of PS Software Services Pvt. Ltd. He is an Adjunct Professor at Taleem Research Foundation (of Zee Group) at Ahmedabad and a Visiting Professor at the IIPM Ahmedabad. He was the Vice President of Institute of Management Consultants of India. He became the founder Hony. Director of the National Institute of Cooperative Management, Gandhinagar (1996-2000). He worked with the World Bank Regional Office in New Delhi in UPDASP Project (1994-1996). He has published 28 books and written more than 50 articles in refereed professional journals. He is currently involved with a World Bank Consultancy Assignment as Team Leader, Monitoring and Evaluation (M&L), NAIP Project (2007-2011).

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