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Sommario/riassunto	""Jagdish's autobiography tells a fascinating life story in a few hundred pages of what it is to be, in one person, a scholar, change agent, advisor, and entrepreneur, in other words, a Renaissance Man."" Philip Kotler The Accidental Scholar is the autobiography of Professor Jagdish N. Sheth, a renowned scholar and one of the foremost authorities in the world on marketing and consumer behaviour. This is the fascinating story of a young man from India who went to America to realise the American Dream and became a world-renowned educator and thought-leader. Professor Sheth tells us about the ma

