

1. Record Nr.	UNINA9910787139003321
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Titolo	The accidental scholar // Jagdish N. Sheth ; with John Yow
Pubbl/distr/stampa	New Delhi ; ; Thousand Oaks, California : , : SAGE Response, , 2014
ISBN	93-5150-173-6 93-5328-991-2 93-5150-146-9
Descrizione fisica	1 online resource (287 p.)
Disciplina	650.092
Soggetti	Business teachers - United States Business teachers - India Philanthropists - United States Philanthropists - India Business education - United States Business education - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Advance Praise; Contents; Foreword; Preface; Acknowledgements; 1 - The Journey Begins; 2 - Graduate School and Marriage; 3 - Columbia and MIT; 4 - From Columbia to India and Back; 5 -Illinois: My Academic Life; 6 -Illinois: Travels at Home and Abroad; 7 - Illinois: Professional Work and Departure; 8 - From Cornfields to Palm Trees; 9 - USC CTM and Atlanta; 10 - New Challenges and A New Center; 11 - Emory: Administration and Academics; 12 - My Professional Life; 13 - Saying Thanks by Giving Back; 14 - Madhu is my Backbone; Epilogue; Appendix-Publications; Index; About the Authors
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

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