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## **Organisational Schizophrenia**

**By Shri. Gopal K. Gureja**

Review - by Dr. P. C. Shejwalkar

The title of the book itself is novel and wonderful. It is an excellent treatise on how satisfactory customer service depends on the psychological understanding of the people in general. The way Mr. Gopal Gureja has handled the subject, by giving different examples, and various case-studies, is something which has no parallel.

I read this book carefully, and with keen interest, and was deeply overwhelmed to find great efforts, taken by the noted author, on the subject of customer service in marketing management. The author has a long experience of working in business houses. He was on the board of Directors of Thermax, which is known for understanding human values.

Shri. Gopal Gureja rightly observes that, on account of keen competition in the market and also on account of current recession in the market, the concept of marketing strategies requires a paradigm shift.

Shri. Gopal Gureja has given several examples in support of the need for rebuilding new principles of marketing. He has enumerated several marketing challenges which our country is facing at the moment. In this process, he has rediscovered several new concepts regarding customer service.

I am happy to state that this book would be useful not only to senior marketing managers in industry and business but also to the students of business management, with special reference to Marketing Management. This book is really a great proof of the vision which Shri. Gopal Gureja has. This book is like an encyclopedia in marketing. As a teacher in marketing and business management, I myself felt enlightened to understand new horizons of the marketing world.

I appreciate the style adopted by the Author for his Research-oriented book on Marketing Management, which will have everlasting value to everyone and I, therefore, offer my Congratulations to the Author.

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