



The Winning Way

By Anita Bhogle, Harsha Bhogle

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What do sporting champions do, what makes winning teams, who is a good leader, why do only some teams keep winning while others win only for a while and then lose... Two IIMA alumni, sports commentator and writer, Harsha Bhogle, and advertising and communication consultant, Anita Bhogle, dig into examples from sport to see how they can benefit managers.

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Editorial Review

About the Author

Anita is a post-graduate in Statistics from the Indian Institute of Technology, Mumbai and a post-graduate from the Indian Institute of Management, Ahmedabad. Anita started her career in advertising and has spent 10 years running a communication consultancy and qualitative research agency, even scripting and producing three TV ad commercials. This explains the origin of the name Prosearch. Harsha has had a most unusual career since graduating in chemical engineering from Osmania University, Hyderabad, and doing a postgraduate programme in management from the Indian Institute of Management, Ahmedabad. After working in advertising for two years and in a sports management firm for another two years he moved into the world of broadcasting and has now emerged as the face of Indian cricket. For the last twelve years he has presented cricket on ESPN and Star Sports and has even had a talent hunt named after him (Hunt for Harsha!). His ringside view of sports and Anita's strong thinking combine into a very successful corporate programme.

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