

NEWS ALERT

DAILY NEWSLETTER

GURU C K PRAHALAD SPEAKS

Global downturn and its resultant unemployment will actually generate some “very new and dynamic enterprise”.

Indian companies are well positioned to get into this groove.

“Dominant logic” is not easy to overcome in spite of spread of technology. Citing ‘Cortez- Montezuma’ corollary, Prahalad says if you have mentally worked out that you are going to lose, a 5000 times advantage is of no value.

Disruptive innovations are game changers in any business e.g. Tata Nano.

If Indian companies are unwillingly to bet on Indian technology, some-

one else will due to the fact that Indian companies produce at one fifth of the cost.

The current slowdown is spawning fresh enterprises and new entrepreneurs. It is because the people who are laid off think of creative ways to use limited resources and create jobs for themselves

C K Prahalad says the slowdown had led to fundamental resetting of the industry structure and companies will not look the same when we come to recovery.

EXTRACTS FROM CORPORATE DOSSIER, ET

HEADLINES

- TATA STEEL TARGETS POUND 1 BILLION IN COST SAVINGS AT CORUS
- CHINA EXPERIENCES FALL IN EXPORTS & IMPORTS IN MARCH
- DOMESTIC INSURANCE COMPANIES PUMP RS 53000 CRORE IN EQUITY MARKETS
- OBAMA REQUESTS \$83.4 BILLION FOR IRAQ, AFGHANISTAN, FOREIGN AID

NEURO SCIENCE AND ADVERTISING

Social behavioral insights play a huge role in the art of Neuro-marketing.

Humans get associated with popular people because of the positive triggers that get generated in the brain. For this reason the celebrity endorsements work. The more popular the celebrity the better the chance of success.

Also, the way information is presented has a long lasting



impact on the way consumers look at a brand.

Market conditions are no longer just competitive, but hyperactive. And at the epicenter of this hyperactivity lies the consumer caught in a perpetual flux as the constantly shifting dynamics rumble through his/ her cognitive facilities.

SELECT MAJOR ACQUISITIONS BY INDIAN COMPANIES

INDIAN FIRM	TARGET FIRM	COUNTRY	INDUSTRY	VALUE (US\$)	YEAR
TATA STEEL	CORUS STEEL	UK	STEEL	12100	2007
HINDALCO	NOVELIS	USA	ALUMINIUM	6000	2007
TATA MOTORS	JAGUAR AND LAND ROVER	UK	AUTOMOTIVE EQUIPMENT	2500	2008
UNITED SPIRITS	WHITE & MACKAY	UK	FOOD & BEVERAGES	1110	2007
WIPRO LTD	INFOCROSSING	USA	IT	600	2007
TATA POWER	PT BUMI RESOURCES	INDONESIA	COAL MINING	1100	2007

