



Cricket to Corporate (Hardback)

By Kapil Pathare

Partridge India, United States, 2014. Hardback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book. Cricket has emerged as religion in the sub-continent, While in the West, strategy may have had its origins in the Military, here we can clearly see patterns that Corporate Strategy seems to emerge from Cricket. Gully Cricket is all about adapting, and the three formats of the game, viz. T20, 50-50 and Test Match demand different strategies -- from rapid to agile to sustainable. One relates to targets far better as we have accustomed ourselves to chasing and defending. Slogging is not just about working hard, but also about hardhitting. Strike Bowler is also a star performer and there are many parallels one can discover between the strategic role in a corporate and what happens in the field of Cricket. What's on paper and what happens on the field are as good as the implementation that happens on ground. Lengthy presentations, discussions are no good till it is translated into reality on the field. Similarly a player may have impressive track record in terms of an average; or centuries and half centuries scored, but the performance on the given day...

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-- Zachery Mertz

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