"Pradeep Kashyap [is] known as the father of rural India" Late C K Prahalad in The Fortune at the Bottom of the Pyramid

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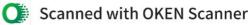
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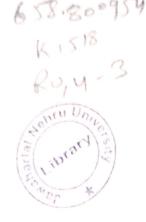
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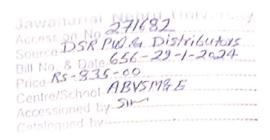
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PRADEEP KASHYAP
Foreword by Jagdish N. Sheth









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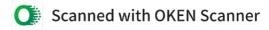
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