

Ref. No. MCHI/GEN/14-15/092

August 28, 2014

To
**All Managing Committee Members
of MCHI-CREDAI**

Dear Friends

Please find attached herewith the suggestive readings from the brain storming session.

Following four very important articles from Harvard Business Review May 2014 issue

| # | Articles | Pages |
|---|--|-----------|
| 1 | Blue ocean Leadership | 60 - 68 |
| 2 | Your Scarcest Resource | 74 - 80 |
| 3 | Get Your Team to Do What It Says It's Going to Do | 82 - 87 |
| 4 | From Purpose to Impact | 104 - 111 |

In the last we are also attaching the Executive Summary Page No. 133 to 134 for your ready reference.

Best Regards,
For **MCHI-CREDAI**

Sd/-
Nayan Shah
Vice President