



If You can Dream: Autobiography of the Founder of Mudra and MICA 1st Edition

By A G KRISHNAMURTHY



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Veteran ad man A G Krishnamurthys life story reads like a fairy tale come true!

Colorfully detailed and peppered with surprising twists and turns, the narrative sweeps across three wide canvases. On the surface, this can be just another story of an ordinary small town boy who made it big despite the odds. It is the authors gentle humour and the almost self-deprecating story-telling style that make all the difference.

A fascinating life journey, the read becomes all the more engrossing because AGK (as he is fondly known) is the creator of two of the countrys most respected advertising institutions Mudra and MICA and he makes these monumental feats seem so achievable by anybody anywhere. Passionately arguing that dreams are achievable, he takes the reader by the hand as he presents his story, not shying away from listing the consequences, good and bad, of every decision made and every road not taken.

Accidental or otherwise, he also has an insiders view of history in the making: from the unique Nagarjunakonda Museum to the amazing Calico Museum of Textiles to the shaping of Reliance to creating history on his own.

Now, that is a life to be envied. Dreams, hard work and determination three ingredients which can turn ones life into the stuff bestsellers are made of!

Reviews

‘This book is a fascinating read.’

Mukesh Ambani, CMD, Reliance Industries Ltd.

‘AGK is a man who knows advertising inside out.’

Padmashree Alyque Padamsee, Former CEO, Lintas, eminent theatre personality and Brand Guru

‘A fascinating life story ...’

T N Ninan, Chairman, Business Standard Ltd.

‘A simple man’s quest for success through simplicity.’

R Balki, Chairman & Chief Creative Officer, Lowe Worldwide, India

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