

Dear Members,

Greetings!

Hope you received the fourth issue of E-review which was released in the month of May. As you are aware, BMA has taken this initiative of reaching interesting articles to you in an environmental friendly, electronic format. It is going to be our endeavour to reach it twice a month to you. Both the issues of a month will carry the same theme. The idea is to be in touch with you more frequently and we also hope that it would be a more convenient reading experience for the members.

We invite your kind participation to make this e-review more informative and vibrant. We are thinking of various themes for the forthcoming year. Some of them are as follows:

- a. Cost management strategies for the downturn
- b. Tourism
- c. Customer delight
- d. Innovation
- e. Managing careers
- f. Effective communication
- g. Risk management
- h. Corporate governance

We welcome your suggestions for more themes and we also invite members to send articles on the above themes so that we could give them due publicity. Members may be aware that the best article carries a cash award which is presented during the annual BMA awards function, in the august presence of corporate giants.

Look forward to hearing from you.

Sincerely,

Abhijit Phadnis
Chairman,
Editorial Board