

The biggest room in the world, is the room for Improvement.....(Anonymous)

Excellence is the unlimited ability to improve the quality of what you have to offer... Rick Pitino

Dear,

November is the penultimate month of FY15. It has been a roller coaster year for many industries and countries. Many predictions have gone haywire, but the hope sustains and lingers on for a better future. While change is constant, smart organizations recognize the only way to survive and grow stronger is to improve the ways of doing things.

November issue is a special issue on "Improvement for excellence".

The newsletter lists a blog on what is needed to excel. The whitepaper on 360 degree marketing shows how marketing excellence can be achieved by power of integration. Finally, improvement on resources and HR are possible when companies learn to think beyond the normal and exploit ecosystem.

We hope you enjoy these readings. Pl note your feedback and comments are valuable to us. Happy reading 😊

[How to improve your execution excellence](#)

While strategy making is easy, most companies fail in implementing the strategy they designed. In all its simplicity, a solid execution excellence is all about plan-do-act-review and revisit of efforts required to meet the outcomes. In this blog, Browne & Mohan consultants share what it means to have execution excellence.

[360^o Marketing: benefitting from integrated offline and online marketing assets](#)

Marketing is an area many companies spend significant amounts of \$\$\$, but can't actually put their fingers on the results. A common trait many company's exhibit is their penchant to stay with a particular marketing asset, say TV or Newspaper insert or participation in Industrial exhibition. In this paper, Browne & Mohan consultants argue, ROI from marketing can be high if the companies can mesh their offline and online marketing assets. They also need to plan and embellish content so that customers can be continuously engaged.

[Attracting and retaining talent in manufacturing SME](#)

In many developed and developing countries, share of Service industry is increasing compared to manufacturing and agriculture. With adverse perception of shop floor working and other challenges, manufacturing companies find it challenging to hire and retain the skills required. In this post, Browne & Mohan consultants share how manufacturing companies can exploit the ecosystem to hire and retain quality employees.