

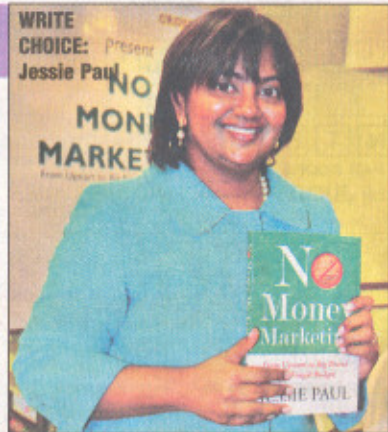
Marketing strategies



It czar Narayan Murthy launched Jessie Paul's *No Money Marketing* on Wednesday at Crossword. At the event, Narayan Murthy spoke about how he was a firm believer of the concept of



Crossword. At the event, Narayan Murthy spoke about how he was a firm believer of the concept of the book and Jessie herself spoke about how she wished that this book could act as a guide to companies and sat alongside friends, family and colleagues as the book was launched. The highlight of the evening was when Girish Paranjpe, Jt CEO — IT Business and Member of the Board, Wipro ltd bought the first copy of the book right on stage.



BEVER: Narayan Murthy



GRINNING AWAY: Priyanka Goel



HANDS ON: Sudha Murthy



SAY CHEESE: Aditi and Girish



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