



THE WRITE PATH: Author Jessie Paul (left) with Infosys mentor NR Narayana Murthy during the book launch

It pays to read this new tome on marketing

Jessie Paul, chief marketing officer, Wipro, who turned author with *No Money Marketing* says branding does not need loads of moolah, just innovation

Vaishalli Chandra, BANGALORE

On her left sat NR Narayana Murthy and on the right Girish S Pranjpe, joint CEO, Wipro. Both IT giants in ways claiming Jessie Paul as her own, "Once an Infos-ian, always an Infos-ian," said NR Narayana Murthy, Chairman and chief mentor, Infosys, and on her desire to write a book and finally publish one, he said, "Jessie is another data point to our theory." An ex-Infos-ian, she worked as Infosys's Global Brand Manager.

Complimenting her book, he said the book covered three important aspects of marketing, "Innovation, ability to use innovation to create a product or service and the ability to communicate that value to the customer." He assured that this book would become a must read in Indian business schools as well as most business schools in the world.

Congratulating her on the book, Girish S Pranjpe described Jessie as a person, "who was unwilling to take no for an answer." But, what made the audience at Crosswords bookstore laugh out loud was when Pranjpe said that it was the 'practical ideas' that made Jessie a "True Wipro-ite." Before he went on to buy the book, yes, you read it right, Pranjpe bought the first

copy at the launch. Pranjpe made it clear that it was about Jessie and not Infosys or Wipro, sure we believe you Pranjpe. "It's also about making the chief guest buy the book," said a smiling Jessie as Pranjpe paid cash to get his copy. We only wonder if Murthy got a free copy! Marketing-wise Jessie at the onset had made it clear she won't ask people to buy her book, and well, she did get the best in business to endorse her book, now that's totally smart and you know that this book may be worth it for the ideas it shares on marketing, after all Jessie's got 15 years in services marketing.

Writing with a clear target audience in mind, Jessie said for those start-ups that want to shine on the global stage all they need is a clear positioning and innovative marketing. Jessie claims that all that can be achieved with her book, but "You have to invest Rs395 to get the book." vaishalli@dnaindia.net

Jessie said for those start-ups that want to shine on the global stage all they need is a clear positioning and innovative marketing