

Gujarat Technological University
Jointly with Parul Group of Management Institutes
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of Corporates, Financial Institutions, Governments,
Educational Institutions and Civil Societies" on 23rd, 24th & 25th Janaury 2013 at GTU Campus,
Chandkheda, Ahmedabd

Guidelines to Authors

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Books (Printed)

One author :

Footnote

David A. Garvin, Operations Strategy: Text and Cases (Englewood Cliffs, NJ: Prentice-Hall, 1992), p. 73.

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Garvin, David A. Operations Strategy: Text and Cases. Englewood Cliffs, NJ: Prentice-Hall, 1992.

Two authors :

Footnote

11 John P. Kotter and James L. Heskett, *Corporate Culture and Performance*, (New York: Free Press, 1992), p. 101.

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Kotter, John P., and James L. Heskett. *Corporate Culture and Performance*. New York: Free Press, 1992.

Three authors :

Footnote

John W. Pratt, Howard Raiffa, and R.O. Schlaifer, *Introduction to Statistical Decision Theory* (Cambridge: MIT Press, 1995), p. 45.

Multiple editors :

Footnote

Kim B. Clark et al., "Project Leadership and Organization," in *The Perpetual Enterprise Machine: High Performance Product Development in the 1990s*, eds. H. Kent Bowen et al. (New York: Oxford University Press, 1994).

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Clark, Kim B., Marco Iansiti, and Richard Billington. "Project Leadership and Organization." In *The Perpetual Enterprise Machine: High Performance Product Development in the 1990s*, edited by H. Kent Bowen and Steven Wheelwright. New York: Oxford University Press, 1994.

Corporate (company or association) author :

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U.S. Dept. of Commerce, *U.S. Industrial Outlook* (Washington, DC: Government Printing Office, 1980), p. 687.

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Books (Online) On the Web :

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Gregory J. E. Rawlins, *Moths to the Flame* (Cambridge: MIT Press, 1996), <http://www-mitpress.mit.edu/e-books/Moths/>, accessed August 1997.

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Rawlins, Gregory J. E. *Moths to the Flame*. Cambridge: MIT Press, 1996. <http://www-mitpress.mit.edu/Moths/>, accessed August 1997. Newspapers (Printed)

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Thomas Smith, "New Debate over Business Records," *The New York Times*, December 31, 1978, sec. 3, p. 5.

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Smith, Thomas. "New Debate over Business Records " *The New York Times*, Periodicals (Printed) Signed articles (Journals)

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Paul A. Gompers, "The Rise of Venture Capital," *Business and Economic History* 23, (Winter 1994): 12.

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Gompers, Paul A. "The Rise of Venture Capital." *Business and Economic History* 23 (Winter 1994): 1-24.

Signed articles (Magazines)

Footnote

59 Steven Levy, "The Connected Company," *Newsweek*, April 28, 2003, pp. 48-52.

Bibliography

Note : Reflections submitted by Corporate Professionals are not required to give any references .