



## Sales and Distribution Management (Text and Cases): 2e

*By Krishna K Havaladar, V M Cavale*

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## **Editorial Review**

### **About the Author**

Krishna K. Havaldar is a Professor at the School of Business, Alliance University Bangalore. He holds a Postgraduate Diploma in Business Administration from the Indian Institute of Management (IIM) Ahmedabad and a degree in electrical engineering from the University of Pune. Prof. Havaldar has been a member of All India Management Association and has also served as the Dean at the Xavier Institute of Management and Entrepreneurship (XIME), Bangalore, and as the Principal at the RJS Institute of Management Studies, Bangalore. Prior to his career in academia, Prof. Havaldar worked in the companies such as Blue Star Ltd, Crompton Greaves Ltd and Kirloskar Consultants for more than three decades in various capacities—starting from service engineer, area sales manager, regional marketing manager to marketing manager, general manager and vice-president. He has a number of publications and case studies to his credit and has also authored *Business Marketing: Text & Cases*, which is now in its third edition. Prof. Havaldar devotes his leisure time to yoga and meditation and prefers spending quality time with his family. Cricket is his another leisure interest. He had indeed played Ranji Trophy Tournament for Maharashtra. VM Cavale is a management consultant and has been teaching marketing and supply chain management at some of the leading business schools in India and abroad as a guest faculty. A graduate in mechanical engineering, he also holds a Postgraduate Diploma in Business Administration from the Indian Institute of Management (IIM) Ahmedabad. Vasant Cavale worked for almost three decades in the marketing, sales, distribution and logistics departments of the Unilever Group at senior levels both in India & abroad. He then worked in KPMG Management Consulting for three years as a Principal Consultant, Operations, where he facilitated setting up the supply chain management practice. He has handled a number of consulting assignments in various industry verticals in marketing, sales, distribution, SCM, performance improvement, cost reduction and people management in India and abroad. A member of the Institution of Engineers and The Indian Institute of Materials Management, Vasant Cavale has also been involved in a number of training programmes in many companies and industry groups in the subjects of his specialisation. Vasant Cavale's leisure interests include listening to music, watching movies & reading. He is also associated with a couple of NGOs.

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