

Breakthrough Cost Management Strategies for Difficult Times

In good times, anybody can make profit. The challenge is to survive during tough times.

Dr Lamba will discuss cost management and pricing strategies to be used when the going gets tough.

These principles, if applied intelligently, can help businesses to adopt predatory pricing without having an adverse impact on the bottomline.

Programme Faculty: Dr Anil Lamba

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His books, '**Romancing the Balance Sheet**', '**Eye on he Bottom Line**', '**Flirting with Stocks**' and '**Financial Affairs of the Common Man**' are making waves.

"In fiercely competitive times, only organizations that practice Good Finance Management survive. And this happens when everybody in the organization takes financially intelligent decisions."

