

**Faculty of Management Studies, The ICFAI University, Dehradun organized a lecture on “Myths of Marketing” by Mr Vikas Gupta, Co-founder of 9.9 Media Worx Pvt Ltd at The ICFAI University, Dehradun campus**

A lecture on “Myths of Marketing “was organized by Faculty of Management Studies at IUD Campus on 29 Oct 2010. The management students had one to one interaction with Mr. Vikas Gupta- Co-Founder of 9.9 Media Worx Pvt. Ltd , one of India’s fastest growing diversified media company. Mr. Vikas Gupta was earlier Senior Vice President of Coca-Cola India & Global Director for brand Coca-Cola in Atlanta, USA.



Mr.Vikas Gupta Addressing Management students & faculty at IUD Campus