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*Carl Brockelmann*

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About the Author  
SARWANT SINGH is a Partner of Frost and Sullivan, the business research and consulting firm responsible for developing and implementing business strategy and the fulfilment of high-value consulting projects. Since joining Frost and Sullivan in 1999, he has managed more than 250 strategic consulting projects in fields of corporate and business strategy. He works with high-profile companies to develop their Blue Ocean Strategy and creating uncontested market space opportunities. The companies he has worked with include Nissan, Phillips, Procter Gamble, United Nations International Development Organization (UNIDO), Continental, Ford Motor Company, Peugeot-Citroen and others, advising and working with CXO and Board level executives. He has an Engineering degree, MBA in International Business and has completed an executive course at Kellogg Business School, USA. He is a regular speaker at conferences and has featured regularly on BBC TV, CNBC, Bloomberg TV and in the Financial Times