Pain in the Chain

Nikhil K. Mehta
Shreya Basu Roy

An iTech company ponders how to price its range of products. A journey to understanding communication differences between various arms of an organization by Nikhil K. Mehta and Shreya Basu Roy

1 National Institute of Industrial Engineering  NITIE, Mumbai, Maharashtra, India

Corresponding Author:
Nikhil K. Mehta, National Institute of Industrial Engineering, NITIE, Vihar Lake Road, Powai, Mumbai 400087, Maharashtra, India
E-Mail: nkm@nitie.ac.in