



ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
DEPARTMENT OF MANAGEMENT STUDIES



The X-Executive

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Companies that were **BAE** in their league



10 YEARS OF XMS

Re-living the Xavier's Management Society's journey so far

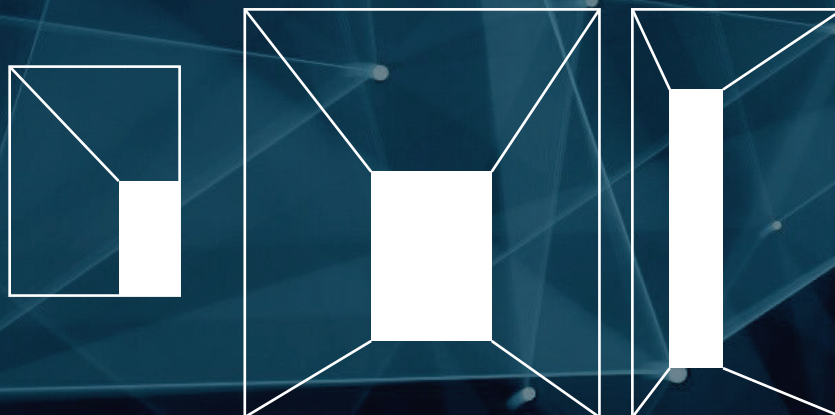
STOCK MARKET TRIVIA

Quirky terms used in the financial market

Catch the father of Modern Marketing

DR. PHILIP KOTLER

ETHOS FRAMES OF PERCEPTION



Exclusive Interview of **KULDEEP YADAV**
The Indian Spin Wizard