

Commanality	Vedic Pundits	Vedic Trainers	Corporate Managers
They recommend integration and inter-relation of science and spirituality	8/10	23/25	23/25
They attach importance to CRM	8/10	20/25	23/25
They explain how a marketer should present himself to a customer	8/10	19/25	16/25
They advice integration and inter-relation of the ancient and the modern	7/10	17/25	16/25
They are positive about change management	7/10	17/25	16/25

6. Vedas vis-a-vis Modern Business Management Practices

- This chapter analyzes the implication of Vedic Management practices that are associated with the present day business.
- This constitutes the third objective of the study and primary data was collected from all there categories of respondents.