



# The Accidental Scholar

*Jagdish N. Sheth, John Yow*

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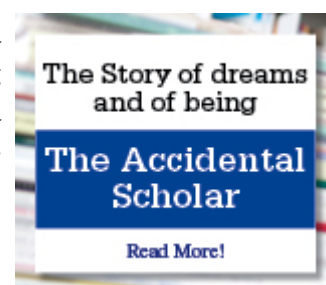
# The Accidental Scholar

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**The Accidental Scholar** Jagdish N. Sheth, John Yow

"Jagdish's autobiography tells a fascinating life story in a few hundred pages of what it is to be, in one person, a scholar, change agent, advisor, and entrepreneur, in other words, a Renaissance Man."  
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**The Accidental Scholar** is the autobiography of Professor Jagdish N. Sheth, a renowned scholar and one of the foremost authorities in the world on marketing and consumer behaviour. This is the fascinating story of a young man from India who went to America to realise the American Dream and became a world-renowned educator and thought-leader.



Professor Sheth tells us about the many interesting encounters and opportunities that came along the way that shaped his path to success. While Indian (specifically Jain) culture and family defined Professor Sheth, coming to America enabled him to realize his full potential.

Like many who immigrate to the United States and thrive, Professor Sheth knew that becoming a scholar was only one part of his dream come true. The other was to help others realize their dreams as well. Professor Sheth recalls how the steps he took, people he met, and opportunities he was afforded were all pieces of the puzzle. Readers will enjoy seeing how these pieces came together in the end.

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