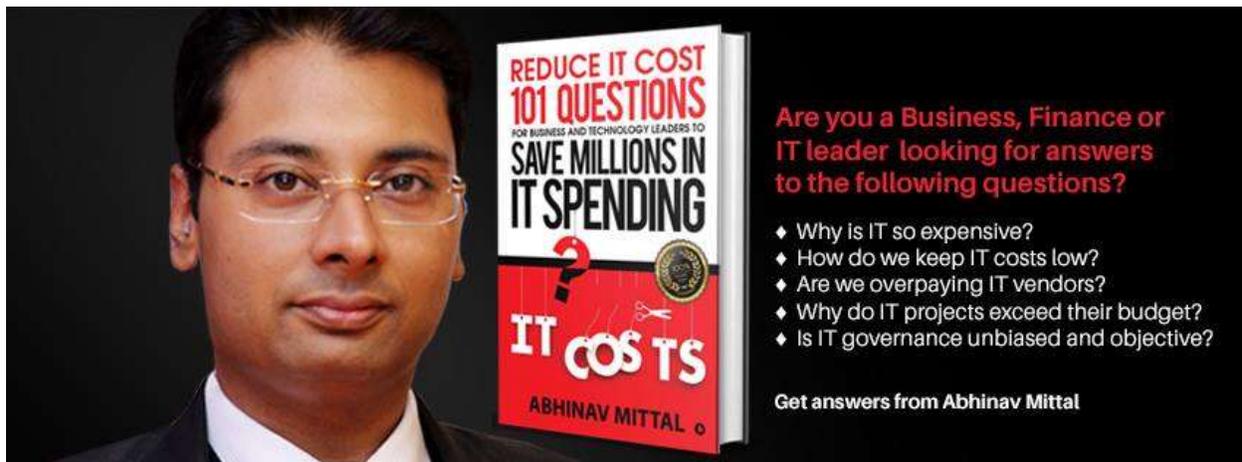


Great Lakes Alumnus Abhinav Mittal launches debut book on 'IT Costs'

We are delighted to share that Great Lakes Alumnus **Abhinav Mittal (PGPM Class of 2006)** has launched his first book – “*Reduce IT Cost – 101 Questions for Business & Technology leaders to save millions in IT Spending*”. The book summarizes author’s learnings with CEO, CFO & CIOs of multibillion dollar companies from his career so far, and offers 101 practical & proven IT cost reduction ideas for business & technology leaders to maximize returns on IT spending.

Announcing the book launch, Abhinav Mittal says, ***“My book is an outcome of applying the principles of Activity Based Costing which I learned in Dr Bala’s class during summer of 2005 in Great Lakes. I was fortunate to work in companies which challenged me to build my expertise in IT Financial Management, allowing me to move one step closer to the book. Even today, I still look at Dr Bala’s slides from accounting lecture as guiding principles for IT cost aggregation and allocation decisions. I modified the slides, which it possible for me to contextualize IT financial management for pure technical audience. Thanks for the lecture once again that inspired me to write a book in IT cost saving.*”**



Abhinav Mittal is currently working as IT Governance & Planning Manager for Saeed & Mohammed Al Naboodah Group in Dubau, United Arab Emirates where he also leads the IT Financial Management, Innovation, Office of CIO, PMO and SAM. Prior to this, Abhinav worked at Reliance Industries Limited and HCL Technlogies. A computer engineer from NIIT – Delhi, Abhinav also holds a bachelors from Guru Gobind Singh Indraprastha University. He pursued his MBA from Great Lakes Institue of Management, Chennai and obtained Leadership Program from Harvard Business School.

Book can be purchased online by clicking [here](#).