

A man with a mustache, wearing a plaid shirt, is holding a large glass of red juice. He is standing behind a fruit stall with various fruits like tomatoes and oranges. In the background, another person is visible, and a car is parked. The scene is brightly lit, suggesting an outdoor market setting.

## Who will design tomorrow's Information Products and Services ?

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Business Today, India's leading business fortnightly, featured CKS Consulting prominently in its feature story on Ethnographic Research.

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