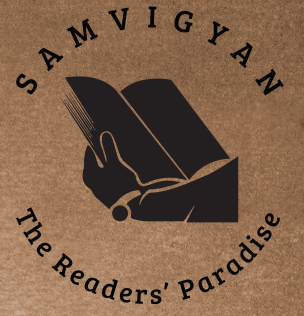




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**- Arjit Chatterjee (2 B.Com L)**

**APRIL –THE MONTH OF REAWAKENING**



# THEY THOUGHT



They thought she is flower,  
fragile and light.  
Little did they know she is Forest,  
dense and dark.  
They thought she is a Witch,  
cruel and scary.  
Little did they know she is healer,  
compassionate and loving.  
They thought she is a lake  
small and still.  
Little did they know she is Ocean  
vast and dynamic.  
They thought she is hysteric  
wild and emotional.  
Little did they know she is passionate  
living and empathic.  
They thought she is weak  
cannot carry weight and feeble  
Little did they know of her strength  
and the story of child birth.

- Manaswini M (Campus Counselor)





- Sahil Chopra Bcom (H) US CA+CMA (L)

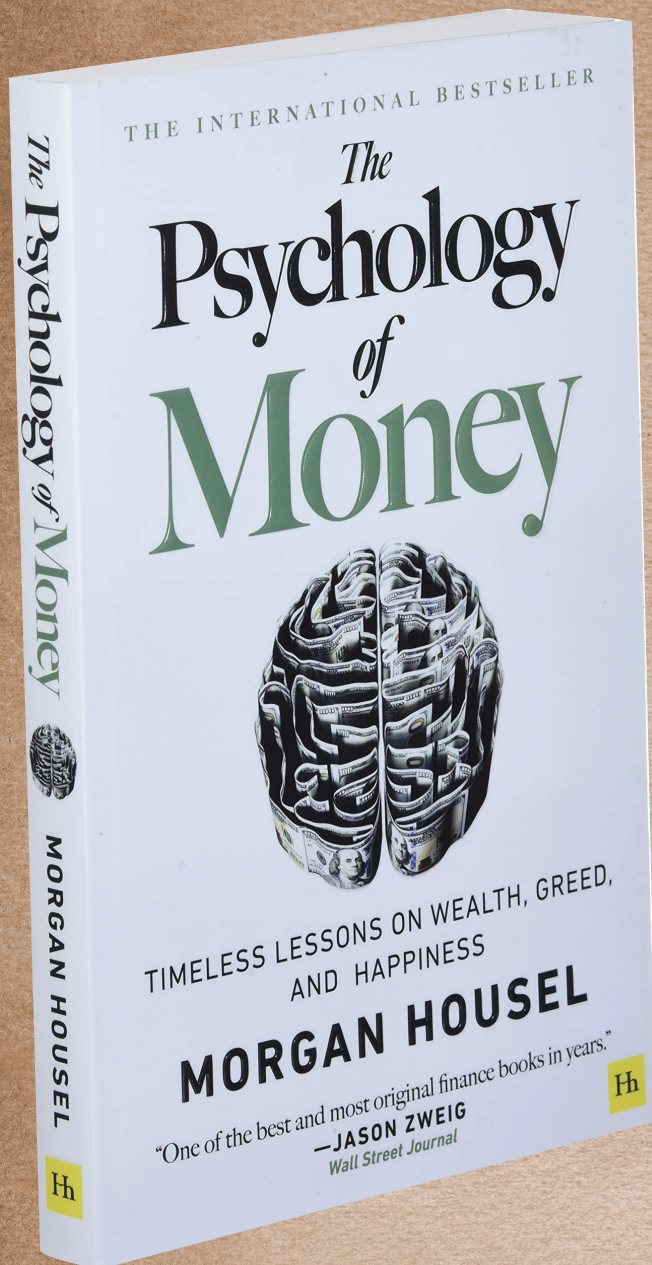
## IHOP

Let's begin with the most recent one. IHOP, a United States-based restaurant chain, changed its logo on 2nd June, 2015, after almost 20 years, since its inception. According to the company, their logo looked somewhat like a person's frown. Therefore, IHOP designed a new one that looks like a smile, instead.



# Book of the Month: Rather be Reading

## The Psychology of Money - Morgan Housel



*"The world is full of obvious things which nobody by any chance ever observes."*

- Sherlock Holmes

Ronald James Read was an American philanthropist, investor, janitor, and gas station attendant.

Through his brilliant story-telling ability, Morgan Housel draws lessons on how to best think about, earn, manage and grow one's wealth. The book shatters one's understanding of personal finance, providing a multi-dimensional way of thinking about concepts like liberty, luck, risk, compounding, temptations, ego and humility.

Emphasizing the importance of managing emotions and undertaking investment operations, counter-intuitive to the ones suggested by main-stream media, Morgan Housel is able to inspire the reader to take charge of their money, in his own words, "buy time and options for a lifestyle benefit that few luxury goods can compete with".

As students in and around our 20s, with a potential investment period ranging over 40 years, a higher appetite to digest risks, and a load of misinformation and trends waiting to destroy our hopes and wealth, this book can be a great start to develop the mental models necessary to navigate through uncharted waters to secure our financial freedom.

- Sachin S. Shenoy (4-BHIFA-K)



# FLING

Seeing you at the back  
Our eyes clash  
Turned my neck front  
In a flash  
Met you outside  
At a break  
Spoke out a life  
Gave a handshake  
And I can't lie  
I bet that you smiled  
Scattered my mind  
Into bits of pieces  
Felt like you were the missing  
Puzzle piece  
Daydream and think around  
Words in crores  
Felt you pulled me  
Like a magnetic force  
Sitting and texting  
From the last  
Felt so alone  
When you're absent to class  
Thinking in mind  
When we met first time  
Forget the sign  
You get me the vibe  
No clarities of crashing peace  
Met you offline  
Wanna give out a feast  
Wearing a mask  
You're a simple deal  
Take out your mask  
You're a different scene  
Syncing in rhyme  
It's a perfect piece  
We'll make the rest  
Its just a beginning

## Airbnb

Airbnb changed its logo in July, 2014, and replaced it with a symbol "Belo", with the aim to convey that Airbnb is more of a community for people who get a feeling of belongingness when they stay together.

## PayPal

PayPal's logo will no longer be confused with the parking sign. The logo designer has added a second P to PayPal's new design.

## Reebok

Reebok came up with a new 'Delta' symbol in March, 2014, The logo will be used on the Crossfit gear of the company.





**-Sahariar Zaman (6 B.Com K2)**

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