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*IIMC CASE RESEARCH CENTER (IIMCCRC)  
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## RUDEFINE EXCELLENCE CONSULTING: BUILDING AN ETHICAL ORGANIZATION

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*"Most gulls don't bother to learn more than the simplest facts of flight – how to get from shore to food and back again. For most gulls, it is not flying that matters, but eating. For this gull, though, it is not eating that matters, but flight. More than anything else, Jonathon Livingston Seagull loved to fly" <sup>1</sup>*

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*Prof. Nisigandha Bhuyan of the Indian Institute of Management Calcutta and writer Mitra Som Saha developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.*

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