

SAGE Response Catalogue

**Practice-based
Business and Management books**

SAGE Response aims to provide creative strategies and fresh ideas for organisations and professionals. These books are aimed at practicing managers, leaders and entrepreneurs.

2019-20



www.sagepub.in

New!

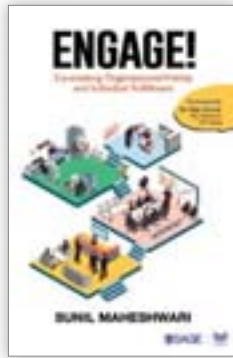
ENGAGE!

Co-creating Organizational Vitality and Individual Fulfilment

Sunil Maheshwari Dean,
Samatvam Academy

Engage! emphasizes the role of the employee and the institution to make people engagement possible. It spells out a novel engagement paradigm that starts from the fundamentals i.e. the intrinsic nature of the human being and the basic nature of organizational work in modern society.

2019 • 352 pages • Paperback (9789353282714) • ₹525.00



New!

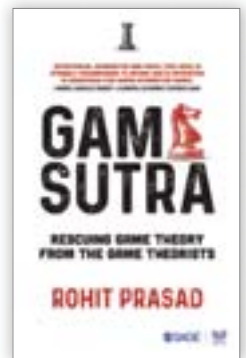
GAME SUTRA

Rescuing Game Theory from The Game Theorists

Rohit Prasad Professor of Economics,
MDI Gurgaon

The telecom war between Reliance Jio and Airtel was only a preamble to the impending battle between Google and Jio. Could we have predicted these outcomes before they actually happened? Yes we could have—not with IQ or EQ, but with 'Game Theoretic Quotient'. **Game Sutra** highlights the underlying strategic considerations of entities as diverse as heads of state, bitcoin miners and CEOs of internet companies to explain their decisive choices.

2019 • 308 pages • Paperback (9789353285722) • ₹525.00



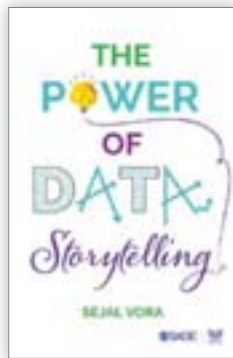
New!

THE POWER OF DATA STORYTELLING

Sejal Vora Corporate Trainer

The Power of Data Storytelling aims to solve the classic dilemma of making data interesting and presenting it in the form of a great data story for today's time-crunched professionals. It focuses on various methods of converting dry facts and figures into interesting characters and relaying them in the form of a story.

2019 • 248 pages • Paperback (9789353282905) • ₹495.00



New!

FAIR TALK

Three Steps to Powerful Feedback

Sergey Gorbatov Director General
Manager of Development, AbbVie,
Madrid, Spain and **Angela Lane** Vice
President of Talent and Development,
AbbVie, Chicago, Illinois

Fair Talk focuses on the relevance of honest and objective feedback. The authors propose a systematic approach to giving fair feedback in ways that improve performance while developing employees. Bringing together science and real-world experience, they have tried to cut through complex human behaviour.

2019 • 276 pages • Paperback (9789353286088) • ₹495.00

Sales rights restricted to South Asia only!



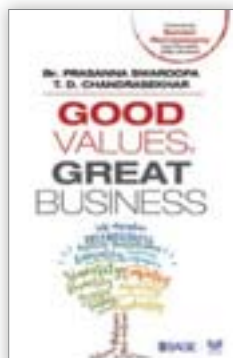
New!

GOOD VALUES, GREAT BUSINESS

Br Prasanna Swaroopa Former
IT professional and spiritual seeker
and **T D Chandrasekhar** Innovation
consultant, coach, and author

Good Values, Great Business establishes a strong rationale for instilling values in business organizations by demonstrating how they are the foundation for excellence, productivity, creativity, quality and for creating a stress-free work environment. The book will help employees at all levels at the workplace.

2019 • 268 pages • Paperback (9789353284558) • ₹450.00



New!

GRACE UNDER PRESSURE

A Masterclass in Public Speaking

Lisa Wentz Public Speaking Coach,
San Francisco, Bay Area, US

The book addresses the underlying issues of stage fright, reasons for nervousness in public-dealing, and lack of vocal training that plague professionals and hamper their growth. It offers techniques and advices that can be applied to speeches, pitches, presentations and meeting strategies.

2019 • 220 pages • Paperback (9789353286095) • ₹450.00

Sales rights restricted to South Asia only!



New!

WAKE UP AND SMELL THE COFFEE

The Imperative of Teams

Simon M Rory Founder and CEO, ODD Company

The book explores 12 criteria for team effectiveness and provides a pragmatic and inspiring road map to improve the effectiveness of teams in the modern-day organization that will create a people and business competitive advantage.



2019 • 252 pages • Paperback (9789353285906) • ₹495.00

Sales rights restricted to South Asia only!

LIFE COMPETENCIES FOR GROWTH AND SUCCESS

A Trainer's Manual

Devendra Agochiya Training and Development Consultant

Life Competencies for Growth and Success is a complete guide for trainers engaged in promoting life skills training and education. In today's complex world, life competencies play a very important role in shaping the personality of individuals, in helping them establish their self-identity and in preparing them to face the myriad challenges of life more effectively.



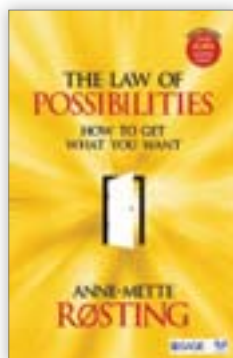
2018 • 436 pages • Paperback (9789352805266) • ₹695.00

THE LAW OF POSSIBILITIES

How to Get What You Want

Anne Mette Røsting CEO and Founder, Natural Force, Norway

In life there are two roads to choose from—the road of light, filled with happiness and possibilities or the road of darkness, replete with negativity. This book will inspire you to take valuable steps toward your natural source of power to experience a joyful life; a life path filled with many opportunities. Read this book to gain a deeper understanding of why things happen the way they do so that you can attract more of the things you want in life and less of the things you don't want.



2018 • 232 pages • Paperback (9789352805723) • ₹395.00

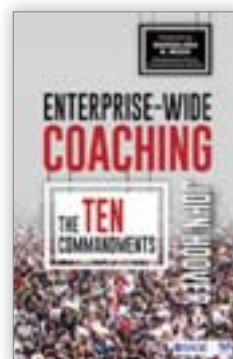
Sales rights restricted in Norway only!

ENTERPRISE-WIDE COACHING

The Ten Commandments

John Hoover University of Colorado at Boulder, USA

In **Enterprise-wide Coaching**, Dr John Hoover skillfully uses his decades of experience in consulting organizations and coaching individuals to suggest how and why coaching leaders should be aligned with organizational goals and must keep the voice and interests of the organization alive in all coaching engagements. The Ten Commandments will also help managers of coaching functions in organizations and the coaches they hire to design and structure organizational coaching engagements through an organization development lens.



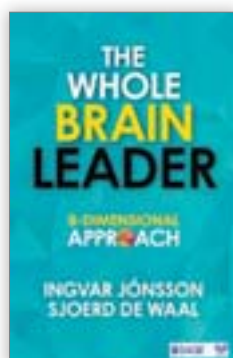
2018 • 320 pages • Paperback (9789352806430) • ₹495.00

THE WHOLE BRAIN LEADER

8-Dimensional Approach

Ingvar Jonsson Writer, Entertainer and Performance coach, Leadership and Personal development and **Sjoerd de Waal** Founder of Trainnovation, The Netherlands

With the Whole Brain Leader Development Model as its foundation, this book describes the steps that leaders need to take to become Whole Brain Leaders. Becoming a Whole Brain Leader is the result of a process of horizontal as well as vertical leadership development. Horizontal leadership development is about improving skills and knowledge and vertical leadership development is about expanding mindset and improving the way of thinking. This book presents four steps of development that helps to translate individual leadership to leadership as a process for the whole organization.



2018 • 236 pages • Paperback (9789352805969) • ₹395.00

Bestseller!

HR HERE AND NOW

The Making of the Quintessential People Champion

Ganesh Chella Founder, Totus consulting, Coaching Foundation India Ltd, and Totus HR School, **Harish Devarajan** and **V J Rao** both are Executive Director, Totus HR School

Written by practitioners with first-hand HR experience, **HR Here and Now** is a thought-provoking book set firmly in the Indian context. The vision of this book is to engage readers in a debate on how we see HR as a function and profession here and now, how we see the practice and the practitioner. The intent is to reflect on what we are seeing, hearing and experiencing about the function in an inclusive fashion. This book offers a practitioner's take to human resources management as a profession and function keeping in mind the most current and contemporary practices, problems and perspectives in India.



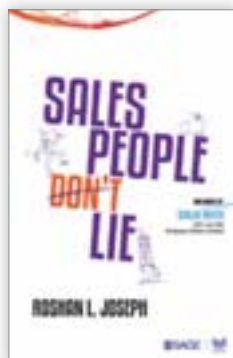
2018 • 408 pages • Paperback (9789352806935) • ₹595.00

Bestseller!

SALESPeOPLE DON'T LIE

Roshan L Joseph *Sales and Marketing Evangelist*

Sales malpractice accounts for huge losses in businesses worldwide. The way to bring attention to this malaise is to ensure that salespeople worldwide understand the damage this malpractice causes. This book is a mission to spread the word on how sales can be a profession that does good for customers and adds value to their lives. The book advocates using a professional sales system that facilitates sales successes in an easy and legitimate way.



2018 • 204 pages • Paperback (9789352807123) • ₹395.00

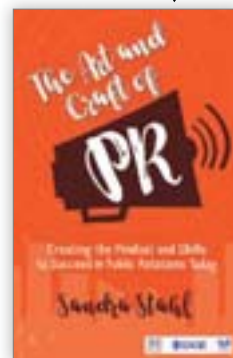
Won Silver at the Foreword INDIES Book of the Year Awards, 2018
and Bronze Medal at The Axiom Business Book Awards, 2019

THE ART AND CRAFT OF PR

Creating the Mindset and Skills to Succeed in Public Relations Today

Sandra Stahl *Thought Leader in Public Relations Strategy*

This book is built around the idea that PR as a communications discipline has no boundaries. It is the PR professional's manual for creating that specific type of mindset and building the necessary skills to meet today's communications challenges, which include mastery of the fundamentals, cultivating unbridled curiosity and creativity, the art of listening, and never losing sight of business objectives.



2018 • 192 pages • Paperback (9789352807451) • ₹350.00

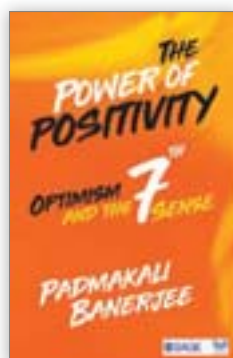
Sales rights restricted to South Asia only!

THE POWER OF POSITIVITY

Optimism and the Seventh Sense

Padmakali Banerjee *Pro Vice Chancellor, Amity University, Gurgaon*

The Power of Positivity: Optimism and the 7th Sense introduces the concept of optimism as the 'seventh sense'. The myriad facets of human life such as emotions, relationships and accomplishments are artfully expressed through anecdotal narrations. This book virtually acts as a handbook and a toolkit enabling readers to practice optimism in real life. It includes an assessment tool that helps individuals know their 'optimism quotient' providing them with valuable insights for achieving success. It provides the reader with a complete model for cultivating the spirit of optimism. The book empowers readers from all walks of life—youth, practitioners, entrepreneurs and leaders—to effectively navigate today's dynamic world characterized by innovation and disruptive technology with flexibility. It propels individuals towards sustainability, differentiation and overall success and well-being.



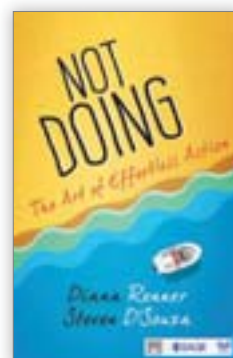
2018 • 240 pages • Paperback (9789352807017) • ₹425.00

NOT DOING

The Art of Effortless Action

Diana Renner *Director, Uncharted Leadership Institute, Melbourne and Steven D'Souza* *Associate Fellow of Said Business School, University of Oxford*

In a world of constant busyness and striving, **Not Doing: The Art of Effortless Action** is an antidote to a narrow view about how we get things done. Rather than push, control or work harder, this book proposes that we go with, rather than against the flow, working in harmony with the natural energy around us. By effortlessly adapting to the environment, like the river that wends its way from spring to ocean, we can discover a new way of living, working and succeeding, so that our actions can sustain us, our organizations and our environment for generations to come.



2018 • 288 pages • Paperback (9789352807420) • ₹495.00

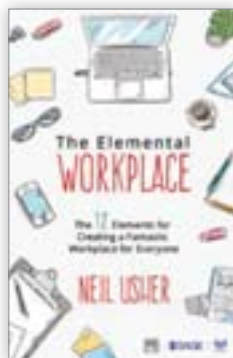
Sales rights restricted to South Asia only!

THE ELEMENTAL WORKPLACE

The 12 Elements for Creating a Fantastic Workplace for Everyone

Neil Usher *Property Professional, Speaker, Performance Poet*

This book shows you how to create a fantastic workplace by focusing on 12 key elements and creating a change programme that builds a spirit of possibility – wherever you are, whichever sector you work in, whatever budget you have and whichever style of working you prefer. Written in everyday language for everyone who works in an office, it is a simple and practical framework challenges much of the established practice in the property world. It will make you want to go back to your office and get started today.



2018 • 236 pages • Paperback (9789352807482) • ₹395.00

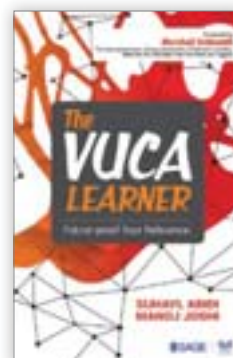
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THE VUCA LEARNER

Future-proof Your Relevance

Suhayl Abidi *Trainer in areas of developing agility, adaptability and resilience through continuous learning and Manoj Joshi* *Professor of Strategy and Entrepreneurship and Director, Centre for VUCA Studies, Amity University*

As the world grows more complex and uncertain, opportunities for people with critical thinking, innovation and imagination are on the rise. Through this book, the authors show us how we can stay relevant in this unforgiving business environment. **The VUCA Learner: Future-proof Your Relevance** showcases various sources and methods for self-learning. It underlines the need for developing a learner's mindset, scanning the business environment for green shoots of opportunities, regularly conducting skill gap analyses and using all the tools available to continuously reinvent yourself to be ready for new episodes in your career. This book is a roadmap to making you future-ready!



2018 • 272 pages • Paperback (9789352807512) • ₹450.00

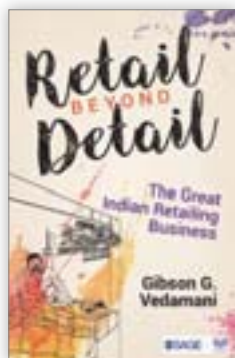
RETAIL BEYOND DETAIL

The Great Indian Retailing Business

Gibson G Vedamani retail enthusiast and former CEO, Retailers' Association of India (RAI), Mumbai

Retail Beyond Detail is a book that is sure to enlighten the reader of the interesting environment of the retail business in India. The book explains the readiness of the country to make every retail business flourish, provided it is done with an earnest and sincere interest to serve the country's customers. It motivates those intending to start up retailing and those who are already in the business to do a few things right, at the right value in the right time and in the right locations.

2018 • 248 pages • Paperback (9789352807598) • ₹450.00



KITES IN A HURRICANE

Startups from Cradle to Fame

Rishi Kapal Global Strategist and CEO, EDUGILD Global Edtech Accelerator

Kites in a Hurricane is a book that describes how several startups used technology and entrepreneurial systems in an innovative manner to solve the problems they faced day after day when aspiring to build successful companies. This book is the essence of his experience with over 500 startups—it will help newer startups navigate through the exciting yet onerous entrepreneurial journey.

2018 • 272 pages • Paperback (9789352807895) • ₹395.00



MENTORING 2.0

A Practitioner's Guide to Changing Lives

Sunil Unny Guptan Visiting Professor, IIM Ahmedabad and Adjunct Professor, IIM Udaipur

Mentors are magical people. They can potentially transform ordinary folks into amazing icons of achievement. This book is a guide to the mentoring process, the key aspects of the practice of mentoring, and the snares and snags to look out for. It takes a systematic look at all aspects of getting the best out of being a mentor and having one to guide you. It covers e-mentoring, evaluating mentoring, and designing and setting up mentoring schemes within organizations. Several real-life cases and examples, drawn from the author's decades of experience, practice and research, are cited in the book.

2018 • 256 pages • Paperback (9789352807628) • ₹450.00



Bestseller!

NO SHORTCUTS

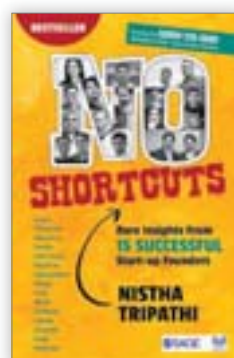
Rare Insights from 15 Successful Start-up Founders

Nistha Tripathi Founder, Scholar Strategy

In her incisive one-on-one interviews with 15 ambitious founders from India, including Girish Mathrubootham, Nithin Kamath, Jaydeep Barman, Gaurav Munjal and Tarun Mehta among others, Nistha uncovers the decisions and insights that led these start-up founders to find their unique roadmap to success.

One thing underlined all the stories—the founders' belief in 'No Shortcuts'.

2018 • 308 pages • Paperback (9789352808267) • ₹395.00



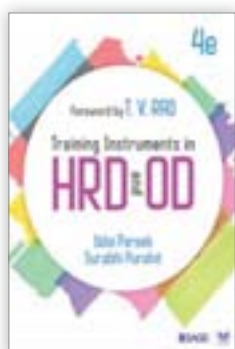
TRAINING INSTRUMENTS IN HRD AND OD

Fourth Edition

Late Udai Pareek Distinguished visiting professor, Indian Institute of Health Management Research, Jaipur and **Surabhi Purohit** Secretary, National HRD, Jaipur

Training Instruments in HRD and OD is an outcome of Dr Udai Pareek's rich worldwide experience of more than 50 years with diverse organisations, HRD professionals, researchers, students and trainers. It contains a repertoire of psychological tests, questionnaires, self-evaluation tests, projective techniques and other instruments that have been used by organisations in different countries. This enhanced fourth edition includes a range of instruments for building team effectiveness in organisations and added information on 'reliability and validity' in several instruments.

2018 • 648 pages • Paperback (9789352806904) • ₹1595.00



Bestseller!

DISCOVER THE ALCHEMIST WITHIN

Taking the First Step Towards Personal Growth

Kartikayan V Leadership and organization consultant, coach and facilitator, **Rachna Nandakumar** Consultant, areas of strategic human resources and organization development and **Vishwanath P** President and CEO, Institute of Transformational Coaching LLC

You are more! You are more than the roles you play in your life, more than a set of behaviours, more than what you have been told you are. So, then, who are you? This question beckons you to commence on what may be the biggest adventure of a lifetime—the journey of discovering yourself.

In this book, the authors shift the focus from the utilitarian paradigm of 'being the best' to 'being more of yourself'. This is a book for those wanting to embark upon the path of self-discovery and wholeness.

2018 • 268 pages • Paperback (9789352808502) • ₹495.00



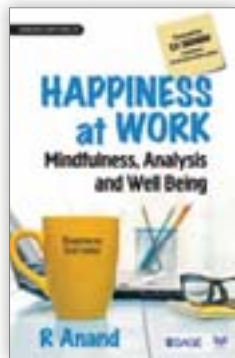
HAPPINESS AT WORK

Mindfulness, Analysis and Well Being

R Anand Senior Vice President (Human Resources), HCL Technologies Ltd

A handful of stressors and internal psychodynamics derail the happiness of normal people like you and me. Fortunately, rigorous science and psychology can be applied to this problem. **Happiness at Work: Mindfulness, Analysis and Well-being** tells you what to apply, how to apply and why it works. It is utterly simplistic to wish away external stressors. By applying the techniques of analysis and mindfulness, one can attain happiness at work. Through numerous examples, the book addresses real problems with workable solutions. The prescriptions in the book, if followed, will lead to greater happiness and well-being.

2018 • 232 pages • Paperback (9789352808052) • ₹395.00



Bestseller!

THE 99 DAY DIVERSITY CHALLENGE

Creating an Inclusive Workplace

Saundarya Rajesh Social Entrepreneur, Founder and President, AVTAR Group

In an engaging, gentle, often light-hearted way, Dr Rajesh demystifies this vast subject of Diversity & Inclusion (D&I) for the business leader, the diversity enthusiast and even the young professional who is curious about this topic. Over a set of 99 stories, anecdotes and thought blogs, this book sequentially uncovers what inclusion and diversity means and how this can be absorbed by just about everyone.

2018 • 328 pages • Paperback (9789352808311) • ₹495.00



Bestseller!

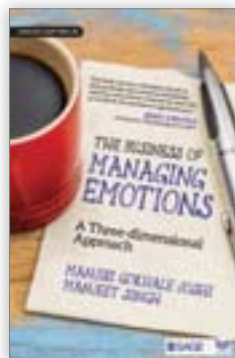
THE BUSINESS OF MANAGING EMOTIONS

A Three-Dimensional Approach

Manjiri Gokhale Joshi CEO, Global Talent Track (GTT) and **Manjeet Singh** Founding Director, Yoviva Ltd

The Business of **Managing Emotions: A Three-Dimensional Approach** offers practical solutions to leverage emotions at work through a three-dimensional emotional management (3-DEM) framework—an amalgamation of the performing arts, the medical science and the evolving social science of management.

2018 • 256 pages • Paperback (9789352807987) • ₹425.00



ROUND THE CLOCK

How a 24x7 Digital Marketplace Is Transforming Business

Ray Titus Professor of Marketing and Dean, Alliance School of Business, Alliance University, Bangalore

Round the Clock pulls the covers off an 'infinite 24x7 digital marketplace' to reveal its transformational impact on business. Using insights from research studies around the world, it uncovers for its readers how the digital medium is rewriting the rules of business and marketing. An essential read for all those who wish to find success in the world of digital.

2018 • 200 pages • Paperback (9789352808205) • ₹395.00

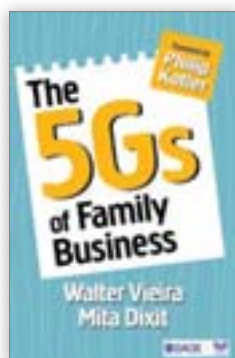


THE 5Gs OF FAMILY BUSINESS

Walter Vieira Former chairman, International Council of Management Consulting Institutes and **Mita Dixit** Family business advisor, researcher, educator and co-founder, Equations Advisors Pvt Ltd

The 5Gs of Family Business is an inspiring book for business-owning families—entrepreneurs, inheritors, promoters and family members with an urge to grow at 5G speed in this VUCA world! Running a successful family business is not about having a professional degree or capital; it is about a unified vision, common values, collective goals and aligned roles of the owner-families to fulfill a dream.

2018 • 228 pages • Paperback (9789352808656) • ₹395.00



S. No.	Title	Author	ISBN	Pub Year	Price (₹)	Quantity
1	Engage! Cocreating Organizational Vitality and Individual Fulfillment	Maheshwari, Sunil	9789353282714	2019	525	
2	The Power of Data Storytelling	Vora, Sejal	9789353282905	2019	495	
3	Good Values, Great Business	Swaroop, Br. Prasanna and T. D. Chandrasekhar	9789353284558	2019	450	
4	Game Sutra: Rescuing Game Theory from the Game Theorists	Prasad, Rohit	9789353285722	2019	525	
5	Fair Talk: Three Steps to Powerful Feedback	Sergey Gorbato, Angela Lane	9789353286088	2019	495	
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7	Wake Up and Smell the Coffee: The Imperative of Teams	Mac Rory, Simon	9789353285906	2019	495	
8	The Law of Possibilities: How to Get What You Want	Rosting, AnneMette	9789352805723	2018	395	
9	The Whole Brain Leader: 8Dimensional Approach	Jonsson, Ingvar and Sjoerd de Waal	9789352805969	2018	395	
10	Life Competencies for Growth and Success	Agochiya, Devendra	9789352805266	2018	695	
11	Enterprisewide Coaching: The Ten Commandments	Hoover, John	9789352806430	2018	495	
12	HR Here and Now: The Making of the Quintessential People Champion	Chella, Ganesh, Harish Devarajan and V J Rao	9789352806935	2018	595	
13	Salespeople Don't Lie	Joseph, Roshan L.	9789352807123	2018	395	
14	The Power of Positivity: Optimism and the Seventh Sense	Banerjee, Padmakali	9789352807017	2018	425	
15	The Elemental Workplace: The 12 Elements for Creating a Fantastic Workplace for Everyone	Usher, Neil	9789352807482	2018	395	
16	The Art and Craft of PR: Creating the mindset and skills to succeed in public relations today	Stahl, Sandra	9789352807451	2018	350	
17	Not Doing: The Art of Effortless Action	Renner, Diana and Steven D'Souza	9789352807420	2018	495	
18	The VUCA Learner: Future Proof Your Relevance	Abidi, Suhayl and Manoj Joshi	9789352807512	2018	450	
19	Retail Beyond Detail: The Great Indian Retailing Business	Vedamani, Gibson G.	9789352807598	2018	450	
20	Mentoring 2.0: A Practitioner's Guide to Changing Lives	Guptan, Sunil Unny	9789352807628	2018	450	
21	Training Instruments in HRD and OD	Pareek, Udai and Surabhi Purohit	9789352806904	2018	1595	
22	Kites in a Hurricane: Startups from Cradle to Fame	Kapal, Rishi	9789352807895	2018	395	
23	No Shortcuts: Rare Insights from 15 Successful Startup Founders	Tripathi, Nistha	9789352808267	2018	395	
24	Discover the Alchemist Within: Taking the First Step Towards Personal Growth	Kartikeyan V, Rachna Nandakumar and Vishwanath P	9789352808502	2018	495	
25	Happiness at Work: Mindfulness, Analysis and Wellbeing	R. Anand	9789352808052	2018	395	
26	The Business of Managing Emotions: A ThreeDimensional Approach	Joshi, Manjiri Gokhale and Manjeet Singh	9789352807987	2018	425	
27	The 5Gs of Family Business	Vieira, Walter and Mita Dixit	9789352808656	2018	395	
28	The 99 Day Diversity Challenge: Creating an Inclusive Workplace	Rajesh, Saundarya	9789352808311	2018	495	
29	Round the Clock: How a 24X7 Digital Marketplace is Transforming Business	Titus, Ray	9789352808205	2018	395	
30	Smartonomics: Simple, Powerful Macroeconomic Tools for Success in an Uncertain World	Maital, Shlomo and D.V.R Seshadri	9789386062369	2017	425	

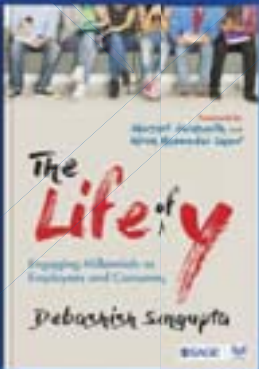
S. No.	Title	Author	ISBN	Pub Year	Price (₹)	Quantity
31	Are you a Tiger, a Cat or a Dinosaur? 100 questions: How competitiveness influences your life!	Garelli, Stephane	9789386446206	2017	445	
32	The Indestructible Brand: Crisis Management in the Age of Social Media	Sharma, Venke and Hushidar Kharas	9789386446794	2017	325	
33	Winning Hearts and Minds: Transactional Analysis Simplified	Mitra, Indranil	9789386602008	2017	395	
34	Systems Thinking for Effective Managers: The Road Less Travelled	Dutta, Prashun	9789386446732	2017	395	
35	Weaving Analytics for Effective Decision Making	Banerjee, Arindam and Tanushri Banerjee	9789386446763	2017	395	
36	Creative Aerobics: Fueling Imagination in the 21st Century	Conway Correll George, Linda and Arpan Yagnik	9789386446824	2017	395	
37	Walk the Talk: Women, Work, Equity, Effectiveness	Hazarika, Anjali	9789386446916	2017	495	
38	The Sleeping Tigers: A Revival Story	Som, Rana	9789386602107	2017	475	
39	The Forward-Looking Manager in a VUCA World	Bakshi, Vikram	9789386602312	2017	450	
40	Connected or Disconnected: The Art Of Operating In A Connected World	Darmell, Micke and Kapil Rampal	9789386602770	2017	395	
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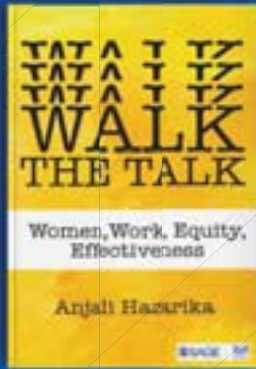
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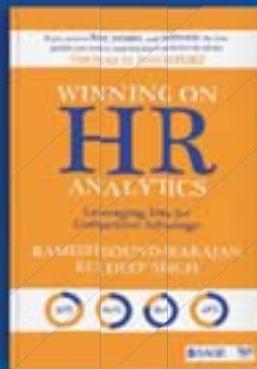
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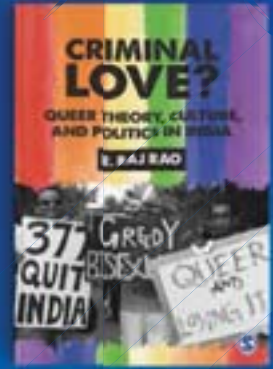
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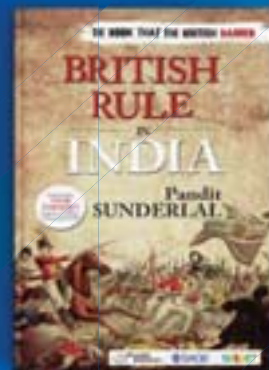


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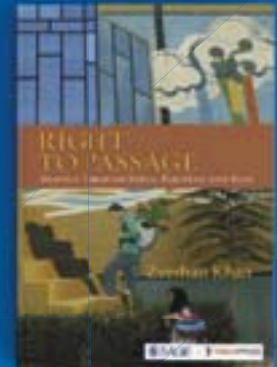
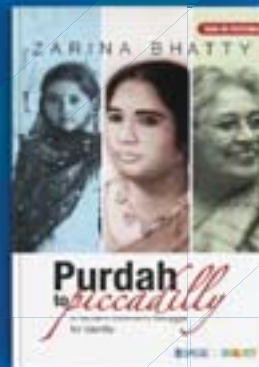
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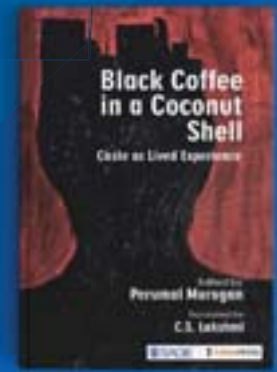
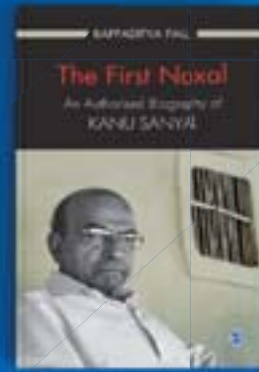
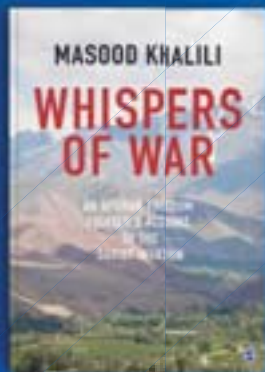
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