Professional & Non-fiction

2017-2018

Also available as ebook

www.sagepub.in
Q. What is Creative Aerobics (CA)? How does CA differ from traditional processes?
A. Creative Aerobics (CA) is an evolutionary four-step ideation system that is unlike traditional brainstorming methodology. To begin with, it concentrates on process rather than end result—producing fresh, previously unexplored and arrived-at creative solutions to assignments. Secondly, at each step of the way, it employs self-generated data-bases that reflect the sui generis individualism of the problem-solver, instead of cookie-cutter creativity.

Q. Is CA applicable only for professionals in creative fields?
A. No. The need for creative problem-solving is recognized by all phases of commercial enterprise today. A streamlined ideation system that can keep up with the ever-increasing speed of business and deliver its must-haves is intrinsically valuable in every field. Creative Aerobics, which delivers solutions while building extensive, custom data bases, is expressly equipped to meet this challenge.

Q. What are the advantages of adopting CA technique mentioned in your book? Please share some of the ways to improve ones’ creativity?
A. First, Creative Aerobics can be mastered quickly and the subsequent delivering results can be observed in less than an hour! Creative Aerobics can be mastered easily. Even the most creatively “challenged” learners can absorb the total brain stimulation of alternating left-brain and right-brain exercises. Also, Creative Aerobics can be learned non-confrontationally in a relaxed and enjoyable environment. To shape one’s creativity to perfection, master the Creative Aerobics 1 to 4 from the book and thereon, like everything else, it requires practice, practice and practice!

Q. We often get to hear about “Big Ideas”. What is your book’s take on this?
A. Starting small is the best way. Reach the depth to which your creativity can descend and the breadth of attention-grabbing ideas it can summon. In my experience, Big Ideas start out as the fresh, small, out-of-the-box thoughts that Creative Aerobics generates. Gradually they grow up! Thereon keep adding on elements and dimensions until your thoughts scream “I’m a Big Idea now!”

The role of Kashmiri Pandits while holding forth in the media and being active participants in dethroning elected governments in Jammu and Kashmir adds meat to the idea behind the book. The author looks at the constructed narrative in the media today and the part played by the community in demonising the majority community in order to seek the support of Hindus across India.

An important issue the author raises is that if Kashmiri Pandits claim that Kashmir belongs to them, it also belongs to Muslims who were its original inhabitants. Conversion does not change the claim of ancestry. But if the only logic is that since the Muslims changed their religion they lost rights over land, it is not tenable, according to the author. The book covers issues that scholars and historians have so far been silent about vis-à-vis the early period of Kashmir.
WALK THE TALK

Women, Work, Equity, Effectiveness

Anjali Hazarika Author, Executive Coach, Facilitator

Though half a century has passed since women first forced open the boardroom doors, it is indeed disappointing to see gender stereotypes hampering the recruitment, promotions, and succession process for women in the corporate world. An expert on leadership development and organizational change, Anjali Hazarika in her book provides priceless insights into how a truly inclusive and empowering organizational culture allows merit to be recognized irrespective of gender.

Kiran Mazumdar Shaw, Chairperson and Managing Director Biocon, Bengaluru

If we recognize that economic growth requires the efficient allocation of resources, then how can half of the world’s population be prevented from making a full contribution?

We acknowledge that women are different, yet fail to realize their potential as equals. We accept that women need to be empowered, yet debate who should take the lead and who the stakeholders are.

This book grows directly out of the personal challenges the author grappled with, the conversations she has had with women in a variety of settings, and the constructive debates with corporate representatives and policy planners on how the process of change should be initiated. It asserts that the responsibility of enhancing gender diversity at the workplace does not lie entirely with the companies, although much work needs to be done by them, but with several stakeholders—the government, NGOs, men, and women themselves—all of whom need to work together to bring about an equitable environment for women at the workplace.

CONTENTS


ABOUT THE AUTHOR

Anjali Hazarika is the author of the award-winning book: Daring to Dream: Cultivating Corporate Creativity Through Dreamwork published by SAGE (1998). She has been the Honorary Vice President (APAC) of the International Association for the Study of Dreams, USA. She has been invited for addressing the annual conferences of the International Association for the Study of Dreams the annual conference of the International Association of Process Oriented Psychology, Switzerland; and the World Congress of the International Federation of Training and Development Organizations, to name a few.
WEAVING ANALYTICS FOR EFFECTIVE DECISION MAKING

Arindam Banerjee Professor of Marketing, IIM Ahmedabad and Tanushri Banerjee Associate Professor of Information Systems, Pandit Deendayal Petroleum University, Gandhinagar

One of the best primers on the 'complex' subject of business analytics! And here's the best part they explain everything without the use of advanced math. A first of its kind!

Sunil Raj, Group Manager, Titan Company Ltd (Jewellery Division)

Managerial decisions and interventions are often hindered by misaligned data, incomplete information, incomprehensible analysis and uninterpretable output. The solution lies in the 'Art of Analytics'—creatively crafting intelligent insights from data available in a business environment for future course of action. Weaving Analytics for Effective Decision Making addresses how to implement this objective successfully, clauing through myriad issues.

CONTENTS
Foreword by Badri Veeraghanta / Preface / Acknowledgement / Part 1: An Approach to Build Analytics Capability to Solve Business Problems / Introduction: The Practice of Analytics and the Associated "Conundrum" / Where to Begin: Managing Organization’s Data Inventory for Effective Decision Support / Useful Approaches to Mining Information: Building Intuition of Tool / Resolving Business Problems with (Predictive Analytics): Scoping the Objectives / Communicating Analytical Output: Numbers to Narratives / From Analysis to Analytics: Building the Infrastructure / Part 2: The Analytic State of Affairs / Perspectives on Knowledge Process Adoption in Emerging Economies / Appendix 1 Railroad Cleaning Service (Case) / Appendix 2 ABV Tyre Company (Case) / Appendix 3 Marketing Mix Modelling / Appendix 3A Note on Regression Models / Appendix 4 Logit Modelling: A Note / Appendix 5 Interview Guide for Our Industry Research / Appendix 6 Select Cases of Analytics Adoption in Indian Organizations

SAGE RESPONSE
2017 • 184 pages • Paperback (9789386446763) • ₹395.00

ABOUT THE AUTHORS

Arindam Banerjee joined the faculty at IIM Ahmedabad after working in the industry for over seven years. After securing his PhD in Marketing Sciences, Professor Banerjee was associated with various consulting/market research firms in the United States. During his tenure in industry, he worked on business analytics problems in the Retail Financial Services, FMCG/Retail and the Consumer Durable sectors. He has consulted with GE Capital, Sears Roebuck, Bank One, Miller Brewing Company, Kraft Foods and Chase Manhattan Bank, among others.

Tanushri Banerjee is an Associate Professor of Information Systems at the Business School at Pandit Deendayal Petroleum University, Gandhinagar. She carries 20 years of work experience divided between academia and industry.

SMARTONOMICS

Simple, Powerful Macroeconomic Tools for Success in an Uncertain World

Shlomo Maital Senior Research Fellow, S Neaman Institute for Advanced Studies in Science and Technology, Haifa and D V R Seshadri Clinical Full Professor of Business, Indian School of Business, Hyderabad

Smartonics prepares a manager who wants to succeed in this globalized world. It is a must-read book.

N R Narayana Murthy, Founder, Infosys Limited

In today’s global village, every manager is a global manager. Even if your business is putatively ‘local’, with no sales abroad, you still probably face competitors in other countries. Smartonomics provides global managers with a simple, powerful set of macroeconomic tools, which have been rather opaque for non-economists until now. These tools empower managers to think independently, swim against the tide (when necessary) and, at times, enter markets when everyone else is abandoning them. This book gives managers a holistic view of the global marketplace and the systemic risks it conceals. Numerous case studies illustrate how smart managers transform risk into opportunity, and action learning exercises help readers test whether they understand the eight tools well enough to employ them to achieve important insights.

CONTENTS
Introduction / A Country Is a Business / Ants and Grasshoppers: Analyzing National Saving / ‘Fatman’: It’s Like Cholesterol (Good and Bad) / Money: What It Is, What It Does / Booms and Busts: What Comes Next? / Torrents of Capital / The Gap / Mining for Opportunities / Epilogue / Index

SAGE RESPONSE
2017 • 280 pages • Paperback (9789386062369) • ₹795.00

ABOUT THE AUTHORS

Shlomo Maital is Senior Research Fellow at the Samuel Neaman Institute for Advanced Studies, Technion, and Professor (Emeritus) at Technion–Israel Institute of Technology, Haifa, Israel. He was the academic director of TIM–Technion Institute of Management, Israel’s leading executive leadership development institute, and a pioneer in action-learning methods, from 1998 to 2009, working with over 200 high-tech companies and startups.

D V R Seshadri is Clinical Full Professor of Business at the Indian School of Business, Hyderabad. His areas of interest are business-to-business marketing, corporate entrepreneurship, and strategy. He holds a BTech (mechanical engineering) from Indian Institute of Technology (IIT), Madras, an MS (engineering sciences) from University of California, San Diego, and a fellow title (doctorate) from IIM Ahmedabad, with specialization in production and quantitative methods.
ARE YOU A TIGER, A CAT OR A DINOSAUR?

100 Questions: How Competitiveness Influences your Life!

Stephane Garelli  Professor, World Competitiveness, Institute of Management Development (IMD)

An absolutely delightful and insightful book on the fundamentals of competitiveness and capitalism! I really loved the innovative format of 100 nano chapters on different concepts of economic prosperity and their relevance to every walk of life.

Dr Jagdish N. Sheth, Charles Kellstadt Professor of Business, Emory University, USA

Competitiveness, like social networks, sustainable development or climate change, is a topic that has captured the world’s imagination. Are you a Tiger, a Cat or a Dinosaur? moves beyond academic analysis and illustrates the day-to-day realities of competitiveness. The book presents several original ideas that help understand how nations, companies, and people compete for prosperity. It connects several fields of knowledge such as economics, history, social sciences, and value systems.

CONTENTS

SAGE RESPONSE
2017 • 232 pages • Paperback (9789386446206) • ₹425.00

Sales rights restricted to South Asia only!

ABOUT THE AUTHOR

Stephane Garelli is a world authority in World Competitiveness, having pioneered this new field of economics. He is Emeritus Professor of World Competitiveness both at IMD business school and the University of Lausanne and the founder of the World Competitiveness Center. A former managing director of the World Economic Forum and the Davos Annual Meetings, he was also chairman of the board of the FF Sandoz Financial and Banking Holding and a member of the Constitutional Assembly of his local state in Switzerland.
NAVIGATING THE MAZE
Simple, Smarter Strategies to Fast-track Success
Bharat Wakhlu Sikorsky Aircraft Corporation and Savita Bhan Wakhlu Founder Director, Jagriti Communications, New Delhi

[This] is a breezy read, filled with anecdotes, short stories and scenarios that aid young professionals in navigating the trials of working life.

Dr Shashi Tharoor, MP (INO)

Stuck in life and career maze? Apprehensive that shortcut to success may lead to a dead-end? Navigate seamlessly through this quandary with both a micro and macro view of the hurdles in your career path. Fast track your way to success confidently with the help of the three key ideas in this book—Self-mastery, Interpersonal Excellence and the World of Work.

CONTENTS
Foreword by Dr E Sreedharan / Preface / Getting Ready for the Adventure! / THE ESSENTIAL OVERVIEW / Self-mastery / Interactional Excellence / The World of Work / ADDITIONAL GUIDANCE QUESTIONS / Queries and Responses / Bibliography and Additional Resources

SAGE RESPONSE
2016 • 220 pages • Paperback (9789386042378) • ₹350.00

ABOUT THE AUTHORS
Bharat Wakhlu is the former Managing Director, India, for the US helicopter company, Sikorsky Aircraft Corporation (A Lockheed Martin Company). He is an engineer with degrees in management from IIM Bangalore, and INSEAD, Fontainebleau. Bharat worked with the Tata Group, in India and the US, for three decades. Savita Bhan Wakhlu is the Managing Director of her company, Jagriti Communications, which focuses on individual and organizational learning and development. She is an engineer and a certified personal/executive coach from the New York University, New York.

THE IMPATIENT MANAGER
Walter Vieira Former Chairman, International Council of Management Consulting Institutes (ICMCI)

The author fills his work with many examples and anecdotes to ensure a painless read. [It is] a valuable read to win.

Business Line

The rules of the corporate world are now dynamic like never before. For managers, the marathon race, starting at the bottom of the pyramid and working their way up to the top in 20–30 years, is no longer a fundamental truth. With executives reaching the corner office in less than 10 years, the workplace and its aspirations have reached a new high. Impatience is now seen as a virtue and this book addresses The Impatient Manager. It provides strategies for a faster route to corporate success and at the same time provides caution signs that will prevent career crashes in the fast lane. Using his classic engaging, anecdotal technique, the legendary Walter Vieira takes readers through their own success marathon, sprinter style.

CONTENTS

SAGE RESPONSE
2016 • 200 pages • Paperback (9789385985270) • ₹295.00

ABOUT THE AUTHOR
Walter Vieira is the President of Marketing Advisory Services Group, which he founded in 1975. He is presently the Chairman of the Consumer Education & Research Society, India. Walter Vieira served as the President of the Institute of Management Consultants of India (1987–92); was the Founder Chairman of the Asia-Pacific Conference of Management Consultants (1989–90); and Chairman of the International Council of Management Consulting Institutes, USA (World apex body) (1997–99).

MANAGER TO CEO
9 Signposts to the Top Job
Second Edition
Manager to CEO is a guide to understanding and surviving in the corporate environment. Designed to give professionals a comprehensive overview of the modern workplace, this book covers a wide range of issues that managers face in organizations as they move up the corporate ladder.

CONTENTS

SAGE RESPONSE
2015 • 224 pages • Paperback (9789351506348) • ₹595.00

Also available in Marathi

Also by the same author

Also available in Marathi
VALUE CREATION
The Definitive Guide for Business Leaders
Gautam Mahajan President, Customer Value Foundation, Inter-Link Services Private Limited, New Delhi

This book is a classic, because it will change managerial thinking just like Tom Peters did “In Search of Excellence”.

David Frigstad, Chairman, Frost & Sullivan

This pathbreaking book shifts the focus to Creating Value for the entire business ecosystem and not just for the shareholders. It will launch organizations into the world of Value Creation and will convert good CEOs and companies to great ones with longevity and higher profitability.

CONTENTS
Preface / Why Is Value Creation Important for CEOs? / CEOs As Value Creators for Business/Customers / How CEOs Can Use Value Creation for Customers / CEOs Can See How Their Values (and Their Company’s Values) Creates Customer Value / Business Transformation Ideas for CEOs to Create Value / How CEOs Can and Why They Should Create Value for Employees / How And Why CEOs Such As Cfo/Marketing/HR Create Value / Value Creation and Customer Service/Loyalty Tips for CEOs / How CEOs Can Use Value Creation to Enhance Pricing / CEOs Learn from Value Creation and Education / Conclusion: How CEOs Drive Their Companies to Become Leaders through Value Creation and Increase Profits through Customer Value / Appendix I: Articles I Like / 82 Ways to Add Value for Customers / Excellence Is Being Great At the Things Yours Customer Value Must / The Customer of the Future: And Your Future / Why Training Does Not Create Great Leaders? / Appendix II: Short Guide to Customer Value Creation Definitions from the Book / Index

SAGE RESPONSE 2016 • 340 pages • Paperback (9789351508977) • ₹750.00

QUALITATIVE RESEARCH IN MANAGEMENT
Methods and Experiences
Edited by Rajen K Gupta Management Development Institute, India (South Asia) and Richa Awasthy Assistant Professor, Organizational Behaviour, IMI, New Delhi

A much required adventure in qualitative research – enriched with coverage of fundamentals and deep insights from accomplished researchers – a must read for serious students of management.

Mithileshwar Jha, Professor of Marketing, IMI Bangalore

This book is the first of its kind on qualitative research in management in the Indian context. It covers the philosophy and practice of qualitative research, and presents the journeys of 10 management scholars who describe their experiences of doing qualitative research while explaining their choice of varied methods. Both aspiring and experienced management researchers will find it an invaluable resource.

CONTENTS

SAGE RESPONSE 2015 • 292 pages • Paperback (9789351501039) • ₹750.00

CONTRACTS AND ARBITRATION FOR MANAGERS
Anurag K Agarwal Faculty, Business Policy Area, IIM Ahmedabad.

Professor Agarwal has straddled business, law and academia providing his book with the rigour of a researcher, the world view of management and the practical issues noticed by lawyers in their professional life. His multiple viewpoints strengthened by his interaction with industry participants at the IIM Ahmedabad (IIMA) campus give him a strong foundation on the subject which is never divorced from reality. This is a must-read for managers, students and law professionals who are interested in the subject.

Sandeep Parekh, Founder, Finsec Law Advisors, Mumbai

This book presents contracts and arbitration from a business perspective. The book targets managers and engineers – who do not have a formal law education– but grapple with issues related with contracts and arbitration very often. It will help them in dealing with these issues while making strategic business decisions.

CONTENTS
Preface / Introduction / Contracts / Arbitration / Institutional and Ad Hoc Arbitration / Liquidated Damages / Force Majeure / Arbitration Clause / Mandate of an Arbitrator / Challenging an Award / Public policy / Interest / Epilogue / Appendix: Important Definitions / Notes / Glossary

SAGE RESPONSE 2016 • 252 pages • Paperback (9789351506379) • ₹750.00

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RISE LIKE A PHOENIX
Scripting Corporate Turnarounds
Pradip Chanda
Turnaround Management Consultant

In this book Pradip Chanda has distilled years of personal experience into powerful lessons for leading such a turnaround. Every senior business leader would benefit from reading this book.

Sunil Gupta, Edward W Carter Professor of Business, Harvard Business School

This book proposes a ‘frugal turnaround’ approach that can transform indisposed companies into profitable entities by unlocking the value of hidden, neglected or under-valued assets, rather than effecting a turnaround by pumping money or changing top leadership. Senior executives faced with possible turnaround challenges will find this book provides practical takeaways. Via several real case studies, it explains four key components of turnaround framework – asset utilization, cost management, renewal and rethinking business model.

CONTENTS

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2017 • 200 pages • Paperback (9789386062420) • ₹395.00

OUT-THINK!
How to Use Game Theory to Outsmart Your Competition
Sumit Sarkar
Professor of Economics, XLRI, Jamshedpur

Out-think! is a lucidly written book on game theory and strategic thinking. I’m sure decision-makers and functional managers would find it really useful.

Sanjay Singh, Professor of Economics, IIM Lucknow

Business managers make decisions in an interactive strategic environment that resembles games. ‘Out-Think’ makes game theoretic concepts usable for strategic decision-makers and functional managers. The book exposes the reader to game theory concepts using examples not only from the domain of business, but also from the fields of professional sports, parlour games like chess, poker etc., and military practices.

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SAGE RESPONSE
2015 • 236 pages • Paperback (9788132117910) • ₹395.00

THE SLEEPING TIGERS
A Revival Story
Rana Som
Executive Chairman, Bengal Birbhum Coalfields Ltd (BBCL)

...must read for practicing managers on how to lead through adversity and break corporate inertia to maintain excellence.

R K Sharma, Secretary General, Federation of Indian Mining Industries (FIMI)

The Sleeping Tigers reconfirms the experiences of every successful turnaround. It not only tells a story of management initiatives that resulted in successful and sustainable revival or rejuvenation of two large companies in India but also discovers the essential ingredients of those initiatives, which have universal application.

CONTENTS
Foreword / Preface / Part I: The Story of Hindustan Copper’s Revival / The Task Assigned / The Years that Preceded / Opportunities Unfold / The Decline / Action Begins / New Strategy / Settling In / Struggle Continues / Process of Stabilisation / Lessons Learnt / Part II: NMDC The Sleeping Company Turns into a Giant / A Great Company / The Journey Begins / NMDC Expands into Steel Making / When Marketing Became the Key / Struggle to Expand / Managing People / Community Work / Lessons to Remember

SAGE RESPONSE
2017 • 256 pages • Paperback (9789386602107) • ₹1475.00

OUT-THINK!
How to Use Game Theory to Outsmart Your Competition
Sumit Sarkar
Professor of Economics, XLRI, Jamshedpur

Out-think! is a lucidly written book on game theory and strategic thinking. I’m sure decision-makers and functional managers would find it really useful.

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SAGE RESPONSE
2015 • 236 pages • Paperback (9788132117910) • ₹395.00

ABOUT THE AUTHOR
Rana Som
is a corporate leader who has used his expertise of working in different organizations in scripting the turnaround of two huge public sector companies. He has been the architect of Hindustan Copper’s turnaround and revival and massive diversification and growth of NMDC. He has successfully served as the Chairman & Managing Director of Hindustan Coppers Pvt Ltd as well as National Mineral Development Corporation (NMDC).
THE ESSENTIAL BOOK OF CORPORATE GOVERNANCE
G N Bajpai  Former Chairman, Securities and Exchange Board of India (SEBI)

An outstanding analysis of the ramifications and ambit of Corporate Governance.
S K Roy, Chairman, LIC of India

This book helps organizations to maximize wealth creation, build enduring relationships with stakeholders and be a net contributor to the economies of operated geographies. Based on extensive research, CXO interviews and case studies, the book assists companies to develop their own governance best practices.

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SAGE RESPONSE
2016 • 364 pages • Paperback (9789385985218) • ₹595.00

WHO CHEATS AND HOW?
Scams, Fraud and the Dark Side of the Corporate World
Robin Banerjee  Caprihans India Ltd

Not only a ‘must read’ but a ‘must be kept’ in one’s personal and professional library!
Ashok Barat, CEO & MD, Forbes & Co Ltd; Ex-President of the Bombay Chamber of Commerce and Industries

This book is a definitive account of Frauds and scams popping up in the Corporate World. A result of over six years of rigorous research, it presents a deeper perspective on such incidents. The book will point out another very delicate and sensitive subject and that is the drugs we take. It will also talk in detail about Pharmaceutical Companies who have been found guilty of serious misdeeds.

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SAGE RESPONSE
2015 • 336 pages • Paperback (9789351500612) • ₹475.00

THE FRACTAL ORGANIZATION
Creating Enterprises of Tomorrow
Pravir Malik  Founder, Deep Order Technologies

This book provides an insightful framework for building sustainable organizations.
Kailash Joshi, Co-founder, The Indus Entrepreneurs; Former General Manager, IBM

How does one create an organization that is sustainable in the long run? How can organizations be ready for uncertainties that the markets place upon them? How can an organization be simply brilliant by design? This book answers these and many other pertinent issues that leaders come across while creating enterprises of tomorrow.

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SAGE RESPONSE
2015 • 360 pages • Hardback (9789351502449) • ₹995.00

ABOUT THE AUTHOR
G N Bajpai is former chairman, securities and exchange board of India (SEBI). He is a distinguished leader in Indian business and was the chairman of the Securities and Exchange Board of India (SEBI). Earlier, he was the chairman of the Life Insurance Corporation of India (LIC). Mr Bajpai is known for his visionary leadership. He has served/serves as a non-executive chairman and a director on corporate boards in India and other countries, received awards for contribution to business and authored several books. He has been the chairman of the Corporate Governance Task Force of International Organization of Securities Commissions and the chairperson of the Insurance Institute of India (III).

WHO CHEATS AND HOW?
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Robin Banerjee  Caprihans India Ltd

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THE LIFE OF Y

Engaging Millennials as Employees and Consumers

Debashish Sengupta
Director, Alliance School of Business
Alliance University, Bangalore

This book is a must-read for organizations that are looking to positively engage with the millennial generation. It boldly attempts to define the rules of engagement for a generation that will reshape our future.

Kiran Mazumdar Shaw, Chairperson & Managing Director, Biocon

This book attempts to create a deep empathy for millennials and is a result of the author’s extensive research spanning almost a decade. The book dives deep into the life of Generation Y and seeks to create an unbiased understanding about this generation, thereby exploding the perceptual myths and stereotypes about them. Based on the research, the book suggests a new strategy to engage with the millennial generation in the workplace and marketplace in particular, and in society in general. It provides a consultative guidance to engaging millennials seeking to replace the old models and designs of engagement.

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SAGE RESPONSE
2017 • 316 pages • Paperback (9789386602749) • ₹495.00

WINNING HEARTS AND MINDS

Transactional Analysis Simplified

Indranil Mitra
Former Additional General Manager, NTPC Power Management Institute, New Delhi

...the book also shows how to unleash our own potential for achievement and growth. Truly an excellent effort.

Meenakshi Davar, Executive Director (HR), Powergrid

The goal of Transactional Analysis can be summed up in a single word: Autonomy—autonomy by breaking away from conditioned thinking; autonomy by taking responsibility for one’s actions; and authenticity of behavior by building and sustaining meaningful and enriching relationships. In short, unlocking your potential to achieve, grow, and find happiness. Winning Hearts and Minds: Transactional Analysis Simplified uses the principles of TA to enable the reader to learn about his or her personality, identify and eliminate certain recurring patterns of harmful behavior that may have become ingrained in the psyche, and discover how to forge and maintain authentic relationships and enrich existing ones.

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Foreword by Julie Hay / Preface / Introduction / White Growing Up... / Understanding Attitudes / How I Think ... and How I Can Think Better / Relating to Others ... Can I Improve? / How to Stop Hurting Others ... and Myself / The Script: Drama in Real Life / My Working Styles ... and How to Get the Most Out of Them / Dealing with Change / How I Spend My Time ... and How I Can Do Better / Becoming Authentic and Autonomous / Epilogue: The Integrated Adult / Selected Bibliography

SAGE RESPONSE
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THE HANDBOOK OF COMPETENCY MAPPING

Understanding, Designing and Implementing Competency Models in Organizations

Seema Sanghi
Managing Director, Styrax Consultants Pvt. Ltd

A book that can help you take stock of your company’s strengths.

This thoroughly revised third edition helps human resource managers and professionals understand, develop, manage and map competencies within their organizations. It presents the complete know-how of developing competency framework in detail. In this edition, several chapters have been expanded to provide a greater understanding of business strategies, environmental imperatives and the changing role of HR as a strategic partner.

CONTENTS
Preface / Introduction to Competency Mapping / Competency Models / Competency-based Applications / Issues Related to Developing Competency Models / Formation of a Competency Framework / Writing Competencies / Assessment Centres / Competency-based Interviewing / Resistance and Recommendations / Generic Competencies / Competency Model for HR / Generic Competency Model for Leadership Role in Any Organization / Leadership Competency Model for Automobile Industry / Competency Framework for Academic Institutions / Experiential Sharing / Glossary / References / Index

SAGE RESPONSE
2016 • 368 pages • Paperback (9789385985157) • ₹550.00
Human Resource Management

WINNING ON HR ANALYTICS
Leveraging Data for Competitive Advantage

Ramesh Soundararajan Partner, Culstran Consulting LLP and Kuldeep Singh Director, HR, Capgemini, Bangalore

If you want to hire, retain, and motivate the best people, you need to read this book and follow its advice.

Thomas H Davenport

What if you can:

• Predict which high performers were at risk of leaving six months before they walked out the door?
• Merge external data with your own business metrics to project workforce demand six, nine or even eighteen months from now?
• Triage incoming resumes overnight to predict employee success and tenure before you hire?

This book shows how all this and more is possible with sophisticated technology and analytics as demonstrated by companies such as Google, Walmart, and American Express.

CONTENTS
Foreword by Alec Levenson / Preface / It Is the Right Time for Analytics in HR / Articulating Business Value of HR Programs / Analytical Problem Solving / Competing Through Workforce Analytics / Acquiring High Quality Talent / Results-oriented Talent Development / Talent Engagement and Retention / Measuring and Managing Competencies / Optimizing Compensation and Benefits for High Performance / Making the Transformation Possible / References / Index

SAGE RESPONSE 2016 • 268 pages • Paperback (9789386042415) • T395.00

PERFORMANCE MANAGEMENT
Toward Organizational Excellence
Second Edition

T V Rao Chairman, TVRLS, Ahmedabad

At the global level, organizations have wasted much time over-focusing on the unattainable (objectivity in appraisals) and ignoring the more critical (continuous improvements in individual, dyadic, and team performance) goals. This thoroughly revised second edition shifts the entire focus of performance management to performance improvement and talent management. This book will also help in enhancing the performance of individuals, dyads, and teams for achieving organizational excellence.

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Essays in Memory of Udai Pareek

Edited by T V Rao Chairman, TVRLS, Ahmedabad and Anil K Khandelwal
Former Chairman and Managing Director of Bank of Baroda and Dena Bank

In this book, leaders from both industry and academia recount Dr Pareek’s contributions to HRD, OD, and institution building in India. Dr Pareek, one of India’s most influential social scientists of yesteryears, has changed the thought process of many organizations and individuals. He was fondly known as the “Father of HRD” in India. In this book, leaders from both industry and academia give their original contributions in extending those of Dr Pareek’s in HRD, OD, and institution building in India. The learnings from their experiences will serve as a valuable guide to leaders in all walks of life ranging from industry to education and social development.

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Dipak Kumar Bhattacharyya
Professor, School of Human Resource Management, Xavier Institute of Management, Bhubaneswar

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The best way to predict the future is to create it. Each one of us, in every area of our life, has an almost certain, probable, default future. But is this future acceptable? This book provides a simple 6-step framework to actively create a future of one’s choice. It gives an insight into several generative leadership distinctions which, when practised, have the potential of having a significant positive impact on performance.

**CONTENTS**


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The Art of Operating in a Connected World

Micke Darmell
Author, Public Speaker and CEO of Gr8 Meetings and

Kapil Rampal
Managing Director, Ivory Education Private Limited

This book brings out the challenges and possibilities of the new world we live in.

Dr Ganesh Natarajan,
Chairman, 5F World

The connected world has changed the premise of what it means to be human, and it will continue to impact lives at a rapidly growing pace in the years to come, both on a personal and professional level. This book advises on how to handle the challenges which constant connectedness poses to our wellbeing - sleeping patterns, close relations, work-life balance, and parenting. It does not discuss whether this is a threat or an opportunity for us, because it is both. The book concludes that while accepting that we live in a constantly connected world, we at times need to disconnect to reconnect with the world.

**CONTENTS**

Preface / Introduction / The Global Digital Revolution / Hereness / A New Culture Rising / Connected-Therefore, I Exist / Physical Impact / About the Brain / Psychological Impact / The Connected Workplace / Disconnected World / What to Do at the Workplace / What to Do at Home and as a Parent / What We Really Regret When We Die / A Happy Life / Time / Bibliography

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**ABOUT THE AUTHORS**

Micke Darmell is Sweden’s foremost evangelist for improving personal and business relationships. He has over 20 years of experience in the area, and has been running a consultancy company ‘gr8 meetings’ for the past 9 years, helping organizations and individuals improve relations at work and at home.

Kapil Rampal is a serial entrepreneur who founded and managed several businesses in technology, communication, social media, education, mining, and other areas. Currently, he is the Managing Director of Ivory Education Private Limited, one of the leading companies in online education. He has been a major contributor to online communities.

**ABOUT THE AUTHOR**

Sameer Dua is the Founder Director and Program Leader for IGL, India, which is established in association with IGL, USA. Sameer is a certified trainer from Zig Ziglar Corporation and has conducted many high quality training programmes. Sameer was the Founding Chairman of the Bangalore Chapter of the Higher Education Forum, Chief Catalyst of the Gift Your Organ foundation and also the Vice Chairman of the Emerging Presidents’ Group.
EMOTIONAL INTELLIGENCE AT WORK
A Professional Guide
Fourth Edition
Dalip Singh Joint Secretary, Ministry of Steel, Government of India

Emotional intelligence is increasingly being recognised as a key determinant to professional success in today’s high-stress environment. This fourth, thoroughly revised, edition of a highly acclaimed book is an essential guide to recognise, understand and manage emotions.

CONTENTS
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THE LEADERSHIP ODYSSEY
From Darkness to Light
Pritam Singh CEO, LEAD Centre, Gurgaon, Asha Bhandarker Distinguished Professor of Org Behaviour, IMI-Delhi and Snigdha Rai Assistant Professor, IMI, Delhi

The Leadership Odyssey: From Darkness to Light is a great book to be read by all those desirous of becoming virtuous leaders. It is a unique work in that it deals with the contours of both toxic and virtuous leaders. It powerfully highlights the road map which can enable toxic leaders to move towards virtuous leadership. Most importantly this book emphasizes the role of holistic leadership to become a virtuous leader and this can only be achieved by encompassing all the core elements—physical, emotional, intellectual and spiritual—of leadership.

CONTENTS
Foreword by Jagdish N. Sheth / Prologue / Peaks and Valleys of Leadership / Toxic Leader Profile / Virtuous Leadership / Leading Consciously: A Road Map for Moving from Toxic to Virtuous Leadership / Epilogue

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HUMAN DRAMA INC.
Emotional Intelligence in the Workplace
Neeta Mohla Managing Director, InspireOne Consultants, New Delhi

Engrossing, hard-hitting, real, yet simple in its presentation to motivate one to commit to action. Thank you. My ‘Just-In-Time Golden Guide’!

Carmista Mitra, Ex-Director HRD, Samsung India

Success at work is not just achieved with educational qualifications; emotional intelligence is also an equal factor. Written in an anecdotal style with real-life examples, Neeta Mohla shares the script for succeeding at work. This book’s practical approach is based on the author’s rich experience of working with business leaders and senior executives, including the C-suite of leading organizations.

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Self Help / Leadership
About the Author

Ravi Chaudhry is the Founder Chairman of CeNext Consulting and Investment Pvt Ltd, a New Delhi-based strategy consulting firm. He is a Strategy Consultant to corporations, governments, civil society and think-tanks; mentor to CEOs and corporate boards; public intellectual; futurist; public speaker and a Fellow of the World Business Academy, a network of global thought leaders that represent some of the best and brightest men and women shaping today’s landscape. Recipient of the ‘Ambassador of Knowledge’ award by Life Learning Academia, Slovenia, he is often referred to as a leadership guru.
HUawei
Leadership, Culture, and Connectivity

Tian Tao Director of Ruihua Innovative Research Institute at Zhejiang University, David De Cremer Cambridge University, and Wu Chunbo Professor, School of Public Administration, Renmin University of China

This book offers insights to readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei.

John A Quelch, Charles Edward Wilson Professor of Business Administration, Harvard Business School

How does entrepreneur Ren Zhengfei manage a telecoms giant called Huawei? What is the secret to Huawei’s global success? This book provides a unique glimpse into the machinations of one of the world’s most powerful companies and goes behind the scenes to explore the story of what Zhengfei did differently to make Huawei reach the top spot!

CONTENTS

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The Zensar Story

Ganesh Natarajan, Chairman, 5F World and Former Global CEO, Zensar Technologies Ltd., Pune and Prameela Kalive Executive Vice President, Zensar Technologies

The success of companies like Zensar gives me hope that India has a great future. I am confident that many Indian companies will build their futures on such a model, helping to change the world for the better.

Kiran Karnik, Former President, NASSCOM

In this interesting and insightful account, Ganesh Natarajan and Prameela Kalive reveal the story behind Zensar’s success—a story that has seen revenues multiply, share prices j ump manifold, and customer satisfaction become an industry benchmark. This is one company that customers respect, employees love, and the community adores.

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Winning Against All Odds

Sid Mittra Emeritus Professor of Finance, Oakland University

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Edward J Wolff, Professor Emeritus, University of Detroit

This book is about a man who refused to succumb to adversity and achieved much success in life. A must-read for professionals and aspiring young readers whose perspective may be irreversibly impacted by the strength of Sid’s vision and willpower. Perhaps the biggest strength of the book is the roller coaster ride of Sid’s life story which reads like fiction. He ascribes his success to the following 4Ps. The Four Ps explains how to achieve our dreams against incredible odds.

CONTENTS

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ABOUT THE AUTHORS

Tian Tao is a member of the Huawei International Advisory Council and codirector of Ruihua Innovative Research Institute at Zhejiang University, Hangzhou, China. In 1991, Tao founded Top Capital, the first Chinese magazine on private equity investment, and has served as its editor-in-chief since then. He worked as a publisher of Popular Science (Chinese edition) from 1995 to 1997.

David De Cremer is the KPMG professor in management studies at Judge Business School, University of Cambridge, and an advisor to the Novartis AG ethics-based compliance initiative (Switzerland).

Wu Chunbo is a professor and PhD supervisor at Renmin University of China, Beijing. He earned his PhD in economics from the same university in 1998 and has served as the dean of the Institute of Organization and Human Resources, School of Public Administration, Renmin University of China.
WOMENTREPRENEURS

Inspiring Stories of Success
Avinash Kirpal
Former Vice-President, Tata International Ltd

Steering away from sympathy, the book presents realistic portraits of ten women entrepreneurs the very diversity of stories chronicled here makes this book an interesting read.

Business Line

Dedicated to the passionately committed young girls whose life’s mission is to improve the quality of life in marginalized communities by overcoming socio-cultural challenges. Stories are written in simple words but these tell the zeal of brave women in the right spirit.

Womentrepreneurs tells inspiring stories of women entrepreneurs in India. These stories, based on material collected through personal interviews, show that the motivation for starting entrepreneurial ventures no longer arises from the need to supplement income but increasingly from fulfilling a need for creative expression and individual growth.

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John Naisbitt
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Managing Director, Naisbitt China Institute

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Financial Times

Like John Naisbitt’s international bestselling book Megatrends in 1982, Global Game Change offers an indispensable roadmap of the transforming global landscape. It replaces the uncertainty of rapid change with a description of the future.

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How I Created a Successful Company and How You Can Too!
Sivadas Raghava
Director and Global Head, Services, RSI Content Solutions Inc.

Failure to Millionaire is an autobiographical account that maps the success story of Sivadas Raghava, an innovative entrepreneur and a successful business leader he shares his experiences and amusing anecdotes to put his point across and to guide youngsters eager to get on the start-up bandwagon the book will teach you to be an entrepreneur and difficulties faced during the process of any start-up. The personal angle is the main strength of the book as each experience shared by the author is pragmatic and encourage the reader to go out there and face the challenges head on.

9 startups and 6 failures, including the first and the last, a couple of moderate successes and one fairly good one. Sivadas Raghava is no ordinary entrepreneur. His biggest achievements have been his failures for they have been his biggest learning source. This book is built on the foundations of failure to provide the roadmap for entrepreneurial success.

CONTENTS

Foreword by Pradipta Mohapatra / Preface / Only When You Fall Can You Get Up / Grab The Opportunity: Turn An Entrepreneur / Boldness: The First Step to Success / Entrepreneurship: Dream and You Can / Consistency of Purpose Is Key to Success / Do Not Stop: Keep Going / Secrets to Success: Sharpen Your Axe / Complementarity of Skill: The Key to a Successful Partnership / Make the Solution Obvious / On the Comeback Trail / Seizing the Opportunity: Knowledge Process Outsourcing (KPO) Business / Eggs Can’t Fly / Strategy @ Scope: Employee Engagement Key to Client Satisfaction / Be Different, Be Noticed: Marketing and Business Development / Managing Operations: Implement Like Hell / Lessons Learnt in Outsourcing / Minds @ Work in Teams / From Logic to Imagination: Innovate to Grow / Fund Raising and Managing Finances / Work–Life Balance in the Entrepreneurial Journey / Life Post Exit / Index

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Kavil Ramachandran
Indian School of Business, Hyderabad

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Adi Godrej, Chairman, The Godrej Group

Family business: we live it, we breathe it, yet we do not understand its significance entirely. This book helps in understanding the phenomenon of family business better. The 10 commandments in this book work like a handbook for business families to refer to and act upon.

CONTENTS


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ABOUT THE AUTHOR

Vijay Mahajan holds the John P Harbin Centennial Chair in Business, McCombs School of Business, The University of Texas, Austin. Mahajan is a microfinance icon in India. The electrical engineer from IIT-Delhi and a post-grad from Princeton is a leading social entrepreneur, working for rural economic development since 1981. From setting up a non-profit, Pradhan, to creating microfinance company Basis.

RISE OF RURAL CONSUMERS IN DEVELOPING COUNTRIES

Harvesting 3 Billion Aspirations

Vijay Mahajan BASIX, Hyderabad

A timely and powerful analysis of the opportunities that exist to help serve the aspirations and improve the livelihood of nearly half the world’s population.

Paul Polman, CEO, Unilever, UK

This is the first comprehensive book highlighting the expanding consumer power of rural markets in developing countries. It takes a close look at one of the key stories in emerging markets: the untapped potential of the world’s 3.4 billion rural consumers—90 percent of whom live in Asia and Africa. The sheer number of rural consumers can provide a massive customer base for innovative companies that figure out how to reach them. The book provides a profile of the rural developing world and examines the forces that are increasing rural prosperity, including billions of dollars in remittances from migrant workers. It includes several examples of innovations and best practices that are allowing companies to tap into this opportunity.

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Shil Niyogi Senior Director of Product Engineering, healthcare firm, Chicago.

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Adrian Slywotzky, Author, The Profit Zone: How Strategic Business Design Will Lead You to Tomorrow’s Profits

The companies that succeed today are those that work toward customer satisfaction and focus on educating customers, enabling them, effecting change, and engaging with them. Lean Customer Engagement contains a wealth of information around partnering with customers to build products and close deals in a lean and agile way without investing in unnecessary sales and marketing activities. The workbook format of the book provides solutions that can be put to immediate and prolonged use to grow successful businesses through an engaged customer base.

CONTENTS

Preface / Introduction / INTRODUCING THE FOUR E FRAMEWORK / Engaging Innovation by Entrepreneurs / THE FRAMEWORK AND THE PHASES / Educate phase / Enable Phase / Effect(uate) Phase / Engage Phase / Conclusion / Index

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A Disruptive Approach for Success in India

Atul Joshi Founder and C.E.O., The Last Mile, New Delhi

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Global Business Review

Leading companies have succeeded in India not necessarily by unleashing unique technology or better products, but by their ability to competently consummate the last mile as an inevitable ingredient, even an architect, of their success. This book provides a disruptive approach to successfully create and capture “undiminished” potential of a billion-consumer market.

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**THE INDESTRUCTIBLE BRAND**

_Crisis Management in the Age of Social Media_

**Venke Sharma** Digital Thought Leader and **Hushidar Kharas** Digital Marketing Expert

_The Indestructible Brand_ is a no-nonsense, non-pretentious handbook written by a veteran for anyone who has anything to do with social media. I thoroughly enjoyed reading it. I found the detailed suggestions on developing and using the crisis playbook very sensible and useful.

-Mathukutty M Monippally, Formerly Professor, IIM Ahmedabad

Whether or not your brand is on social media, your consumers are. They are continuously sharing their good and bad experiences about your brand. Most brands are not prepared to deal with negative feedback which, if ignored, can spiral into a crisis. This book seeks to aid brand and business owners to structure organizations to be crisis-ready. Creating a crisis squad and a crisis playbook, envisioning various scenarios that can occur, and what the brand’s response should be are some of the areas the book delves into. It also recommends preventive measures that can save brands from social embarrassment, and social listening strategies that can alert organizations to a problem before it becomes a crisis.

**CONTENTS**

Foreword by Sanjay Behl / Preface / The Age of Crisis / Creating a Crisis-ready Organization / Building a Crisis Playbook / Securing Your Digital Assets / Social Media Monitoring / Storycrafting / Execution / After the Storm

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**Sharad Sarin** Professor, Marketing and Strategic Management, XLRI, Jamshedpur

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**FOMO**

*noun* (informal)

Anxiety that an exciting or interesting event currently be happening elsewhere, often aroused by posts seen on social media.

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Edited by Rajendra K Srivastava
Provost and Deputy President, Singapore Management University
and Gregory M Thomas Consultant, INOV8N

Srivastava and Thomas have assembled some of the best minds and their latest thinking on how to build, protect, and leverage brands to capture new opportunities and fully realize a brand’s economic potential.

George S Day,
Professor of Marketing,
Wharton School of the University of Pennsylvania

Written by the leading minds management from around the globe who are redefining best practices in managing brands, it examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience. The inspiration for this book is to provide an outlet for cogent ideas that will help managers build and maintain brands in the future marketplace.

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David Aaker Vice-Chairman, Prophet

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Joseph V Tripodi, Chief Marketing and Commercial Officer, Coca-Cola

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Professor Varadarajan is recipient of numerous awards including the AMA Marketing Educator Award. He is also a Fellow of the American Marketing Association (AMA) and the Academy of Marketing Science (AMS). He has made significant contributions as Editor of two major journals in marketing: Journal of the Academy of Marketing (JAMS) and Journal of Marketing (JM). In addition, he has been Vice President of Publications at both the AMS and the AMA.

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Concepts, Techniques, Strategies and Execution
Second Edition
Moid Siddiqui Managing Director, Intellects Biz and R H Khwaja Former Secretary, Ministry of Mines and Ministry of Tourism, Government of India, New Delhi

"Change or perish!" is an oft-repeated catchphrase. But many companies have changed and perished. Managing change is a delicate exercise that must be handled with utmost care, patience and expertise. The Acrobatics of Change is a compelling treatise that shows that if change is managed without understanding the genetics of change and change dynamics, the chances are quite bright for what is called, 'changed and perished'. In this revised second edition, all existing chapters have been updated thoroughly to include latest developments in the area. With the addition of two new chapters, this edition is sharper and more focused.

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Fourth Edition
Vanita Kohli-Khandekar Media specialist and writer

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DARE TO LEAD
The Transformation of Bank of Baroda
Anil K Khandelwal Ex-Chairman and Managing Director of Bank of Baroda

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Dare to Lead is the fascinating story of how Anil K Khandelwal transformed Bank of Baroda (BOB) from being just another public sector bank into one of the most valuable brands in Indian banking. This book is an excellent blueprint for undertaking transformation in large, geographically dispersed public sector enterprises. It describes how a large-sized bank was transformed on all parameters with a clear vision, execution discipline, customer centricity and people engagement.

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BODY LANGUAGE
A Guide for Professionals
Third Edition
Hedwig Lewis Educationist and writer

A command over body language has become an important skill in today’s world. It is the X-factor that completes the personalities of executives, entertainers, politicians, celebrities, and many more. After the thumping success of the previous edition of Body Language: A Guide for Professionals, SAGE has come out with this exciting third edition. Since the last edition of this book more than a decade ago, Internet and media have brought renewed interest to non-verbal communication, particularly to body language. The author has painstakingly combed through the existing text and has extensively researched online resources to add new insights to this edition, making it a cutting-edge reference on the subject.

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INDIA'S COAL STORY
From Damodar to Zambezi
Subhomoy Bhattacharjee
Business Journalist
Believe it or not, India has one of the largest coal reserves in Asia, but still relies on imports from Australia and Mozambique...India's coal reserves were the lifeline that fuelled the British Empire in Asia, and yet today this industry is on the verge of collapse. Coal was at the centre of a major political scandal that nearly sent a prime minister to jail. This one-of-a-kind book unveils the murky politics around coal - the resource that could provide India all the energy security it needs.

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GST AND ITS AFTERMATH
Is Consumer Really the King?
Govind Bhattacharjee Director General, Office of the Comptroller and Auditor General of India, New Delhi and Debasis Bhattacharya Associate Professor and Member, Centre for BRICS Studies, Amity Business School, Amity University, Gurgaon

GST and Its Aftermath: Is Consumer Really the King? takes a close look at the ongoing debate on the indirect tax reform initiative in India. It explains in simple, layperson parlance the complex structure of indirect taxation in India—both in the past and in the present—and sheds light on the various dimensions of the tax system and how it affects all our lives. This thought-provoking assessment of GST presents the ideas and concepts that gave birth to this new system of taxation and discusses its immediate implications on the Indian economy.

Just as GST is meant to empower consumers, this book is designed to empower citizens!

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Preface / Another Freedom at Midnight / At the End of a Long Journey / Insights from the Travails of Other Pioneers / Overcoming Hurdles and Challenges / Good Bye to Tax Terrorism / Voice of the People / Index

HOW INDIA LOST HER FREEDOM
Pandit Sunderlal Eminent Gandhian and Freedom fighter
How the British came to India, slowly penetrated the sub-continent and established an empire is a story recorded by many historians but not fully told. The early British historians tried to play down the role of their countrymen in subjugating the native kingdoms in India by all means. It was left to a few diligent historians to carry out painstaking research and unravel the facts. Pandit Sunderlal, who wrote this sensational book originally in Hindi in 1929, vigorously exposed the British plan to enlarge their sphere of influence in India slowly and steadily through a number of dubious methods. Apart from revealing the state of affairs between the Indian native kingdoms and the East India Company, How India Lost Her Freedom provides a fine account of what India was prior to the advent of the British. The book focuses on the crucial facts and events that led to the establishment of British rule over India.

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ABOUT THE AUTHOR
Subhomoy Bhattacharjee with twenty-two years of experience in journalism, is a Consulting Editor for Business Standard. His areas of interest include public policy, especially regulatory issues, finance and urban development. He is also a consultant with Research and Information Systems for Developing Countries (RIS). He frequently appears on television and radio on economic news programmes and has lectured in several universities in India and abroad, on public policy.
DAWN OF THE SOLAR AGE
An End to Global Warming and to Fear
Prem Shankar Jha Independent columnist and a prolific author

Why is our planet growing hotter? Are fossil fuels burning out this planet? Will we ever manage to transition to renewable energy sources? Will we have caused irreversible damage before we manage the transition? Why is the literature on this subject pessimistic?

This book provides an optimistic view—of a future where power from fossil fuels has been replaced by power from the sun. It appraises technologies that can provide limitless amounts of renewable energy. The author asks: Why are they not being promoted by governments and corporations? Are they not plentiful and cheap? Dawn of the Solar Age breaks new ground. It not only proves the economic viability of technologies that can avert imminent disaster, but also provides a blueprint for shifting the energy base of human civilization out of fossil fuels.

CONTENTS

ABOUT THE AUTHOR
Prem Shankar Jha is an independent columnist, a prolific author, and a former information adviser, Prime Minister’s Office (India). He has written extensively on alternate fuel sources and has served in the energy panel of the World Commission on Environment and Development.
BLACK COCONUT SHELL
Caste as Lived Experience
Edited by Perumal Murugan
Professor, Presidency College, Chennai
Translated by C S Lakshmi
Independent researcher in Women’s Studies
Caste, as it is experienced in everyday life, is the pivot around which the destinies of caste members are decided. The book is a collection of stories that reflect the experiences of individuals who have lived through caste-based discrimination and inequality.

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SAGE YODA PRESS
2017 • 252 pages • Paperback (9789352804979) • 7595.00

CRIMINAL LOVE?
Queer Theory, Culture, and Politics in India
R Raj Rao
Head, Department of English, Savitribai Phule Pune University
India’s first and only gay theorist worth reading.

Ingrid Hotz-Davies, Professor, University of Tübingen, Germany
Criminal Love? takes up the challenge of studying the wide gamut of lived reality of the Indian queer, against the backdrop of a set of theories. Written by a man who has been openly gay for the last 40 years, this book picks up issues, concepts, and theories within the realm of queer studies and dissects them against the day-to-day experiences of Indian queers. Digging deep into his own experiences and those of the people with whom he has come into contact, Rao highlights the sites of transgression within a seemingly monosexual society and analyzes all the aspects of the struggle of being queer in a repressive atmosphere.

CONTENTS

ABOUT THE AUTHOR
R Raj Rao is a writer, poet, and teacher of literature and ‘one of India’s leading gay-rights activists’. His 2003 novel, The Boyfriend, is one of the first gay novels to come from India. Rao was one of the first recipients of the newly established QuebeCIndia awards. R. Raj Rao is the author of almost a dozen novels to come from India. Rao was one of the first and ‘one of India’s leading gay-rights activists’. His book, Whistling in the Dark: Twenty-one Queer Interviews, co-edited with Dibyajyoti Sarama, was published by SAGE in 2009. He is former Professor and Head of the Department of English at the Savitribai Phule Pune University.
DEMONETISATION
A means to an End?
Ramgopal Agarwala
Chairman, Pahle India Foundation, New Delhi

On 8 November 2016, India was caught unaware and shaken to its very roots! Majority of the currency in circulation had been stripped of its value. People were grappling with an entirely unfamiliar situation—“demonetisation.” The move unleashed a huge debate—the likes of which had never been seen—on television, in newspapers, and on social media. Demonetisation was met with extreme reactions and its results were multifaceted. Several months later, we are still questioning: Is it a disastrous blunder or a leap forward? To answer these questions, a renowned economist takes an incisive look at the events that led to demonetisation, the aftermath, and the implications. He sifts through many irrelevant rants, a lot of politically motivated mud-slinging, and asks the most important question: What now, what next?

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Foreword by Shyam Saran / Preface / Public Revulsion against Corruption in India / Black Money: A Key Facilitator of Corruption / The Argumentative Indian Overreaches Himself / Shortfalls in Achieving the Main Objectives / Gains from Unexpected Directions / A Seven-point Programme to Achieve a Corruption-mukt Bharat / Making India Number One Again / Annexure 1. Q&A on Demonetisation / Annexure 2. The Speech of Prime Minister Modi on 8 November 2016 on Demonetisation / Annexure 3. Demonetisation Episode Shows Why Reserve Bank of India Cannot Be Independent / Bibliography / Index

2017 • 224 pages • Paperback (9789386602138) • ₹425.00

ABOUT THE AUTHOR
Dr Ramgopal Agarwala is Chairman of Pahle India Foundation, New Delhi. He was a Distinguished Fellow at the Research and Information System for Developing Countries, New Delhi, a think tank under the Ministry of External Affairs, Government of India.

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Philip Kotler is the S. C. Johnson and Son Distinguished Professor International Marketing at the Kellogg School of Management, Northwestern University. His most recent book, Confronting Capitalism: Real Solutions for a Troubled Economic System (2015) calls for both strong economic growth and a better sharing of the gains of economic growth. Professor Kotler is the author of over 50 books on markets and marketing.

ABOUT THE AUTHOR

Philip Kotler

Philip Kotler is the S. C. Johnson and Son Distinguished Professor International Marketing at the Kellogg School of Management, Northwestern University. His most recent book, Confronting Capitalism: Real Solutions for a Troubled Economic System (2015) calls for both strong economic growth and a better sharing of the gains of economic growth. Professor Kotler is the author of over 50 books on markets and marketing.
KASHMIR

Exposing the Myth behind the Narrative

Khalid Bashir Ahmad
Former Civil Servant, Kashmir Administrative Services

The advent of Islam in medieval Kashmir gave birth to a narrative that describes forcible mass conversion of Hindus, eviction of local people and wanton demolition of religious symbols. A minority of Kashmiri Brahmans and their progeny who did not convert to Islam built and successfully perpetuated this narrative over the centuries. Following the eruption of armed insurgency in Kashmir and mass migration of Kashmiri Pandits in 1990, this community narrative has turned into the Indian mainstream view on Kashmiri Pandits. Kashmir: Exposing the Myth behind the Narrative challenges the existing narrative. It exposes many fallacies used to uphold this narrative and dissects the work of historians that has sustained ahistorical perceptions over a long period of time. By linking history to the present, the book facilitates an understanding of the situation today.

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2017 • 412 pages • Paperback (9789386062802) • ₹595.00

ABOUT THE AUTHOR
Khalid Bashir Ahmad is an author, poet and a former Kashmir Administrative Services (KAS) officer. He has served the State Administration as Director Information and Public Relations and Secretary, J&K Academy of Art, Culture and Languages, besides heading the departments of Libraries and Research, and Archives, Archaeology and Museums. His book Jhelum: The River Through My Backyard has added the Jhelum Factor to the history of Kashmir. His two works in Urdu poetry and prose have won the highest State literary award in 1984 and 2010.

UNRAVELLING THE KASHMIR KNOT

Aman M Hingorani
Practices law in the Supreme Court of India

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ABOUT THE AUTHOR
Aman M Hingorani is a lawyer and mediator in the Supreme Court of India and the High Court of Delhi. Dr Hingorani has also acted as an arbitrator and as adjunct faculty to teach law students and run training courses for judicial officers, lawyers and law teachers. He has taught in programmes at several institutions in India (including National Judicial Academy, Bhopal; Campus Law Centre, University of Delhi; Indian Law Institute, New Delhi) and abroad (including Keble College, University of Oxford, UK; Law School, Warwick University, UK; South Asian Institute of Advanced Legal and Human Rights Studies, Dhaka, Bangladesh). Dr Hingorani has been invited to address national and international audiences, including various stakeholders, on the Kashmir issue.
WHISPERS OF WAR
An Afghan Freedom Fighter’s Account of the Soviet Invasion
Masood Khalili Current Ambassador of Afghanistan to Spain

Masood Khalili’s voice is at once soothing and disturbing; it brings tears to your eyes and reminds us of what life has to give, especially when all seems lost.

Kathy Gannon, Head, Associated Press (attacked and wounded while reporting from Afghanistan)

The book is the real-life tale of a young political leader, Masood Khalili (son of Ustad Khalilullah Khalili, the great Afghan poet) who motivated his people and led them in their fight against the ‘Red Army’. In letters to his beloved wife Sohaillah, he writes of his journey through the Himalayan range, sharing the tales of pain, despair, and despondence of his countrymen and women. The book is an account of the search for ever-elusive peace in a country ravaged by war, that changed the landscape of the country and the fabric of its society.

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2017 • 300 pages • Paperback (9789386062772) • ₹495.00

ABOUT THE AUTHOR
Masood Khalili is the current ambassador of Afghanistan to Spain and former ambassador to many other countries. He is the son of a renowned Afghan poet, Khalilullah Khalili. He is respected both in his country and internationally as an honest, patriotic, and elder statesman, as well as a political leader.

THE BOSE BROTHERS AND INDIAN INDEPENDENCE
An Insider’s Account
Madhuri Bose Human Rights Advocate and Writer

[The book] is a source for future historians in search of material as it relies heavily on information generated by various family members; especially the first-hand accounts of Amiya Nath Bose (nephew of Subhas Chandra Bose).

The Sunday Tribune

This book chronicles the roles of Sarat and Subhas Chandra Bose in the Indian freedom struggle. It draws from first-hand accounts of Amiya Nath Bose who was close to them as family, political ally and also was a confidant and trusted envoy. The book takes us through the turbulent political arena of India in the 1920s and unravels the politics of the Indian Nationalist Movement as experienced by Sarat and Subhas Chandra Bose.

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Foreword by Rajmohan Gandhi / Introduction / The Bose Brothers and ‘Ami’ / The Road to Mandalay / Swaraj Beckons, Swaraj Denied / Bose Brothers and Gandhi: Parting of the Ways / Partition: A Bitter Pill / A Free and United Bengal / Epilogue / Glossary / Index

2015 • 296 pages • Hardback (9789351509868) • ₹775.00

UNTRANQUIL RECOLLECTIONS
The Years of Fulfilment
Rehman Sobhan Centre for Policy Dialogue, Dhaka

A balanced yet rich description of the politics that led up to the genocidal capturing in riveting detail the political, social and human drama of the birth of Bangladesh.

The Hindu

Untranquil Recollections is a memoir of Rehman Sobhan, a prominent economist and public intellectual who played an active role in the Bangladeshi national movement of the 1960s. It is a narration of events by the author who lived through extraordinary phases in the histories of India, Pakistan and Bangladesh and the impact they had on him. His story relates to the life and perspectives of an individual born into a family of relative privilege and educated at elite schools. Later on, his life moved on to a different trajectory from its intended path and he eventually came to be involved in the political struggles that culminated in the emergence of an independent Bangladesh.

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2015 • 486 pages • Hardback (9789351503317) • ₹1250.00
Paperback (9789351509868) • ₹745.00

ABOUT THE AUTHOR
Rehman Sobhan, a prominent economist and public intellectual who played an active role in the Bangladeshi national movement of the 1960s. It is a narration of events by the author who lived through extraordinary phases in the histories of India, Pakistan and Bangladesh and the impact they had on him. His story relates to the life and perspectives of an individual born into a family of relative privilege and educated at elite schools. Later on, his life moved on to a different trajectory from its intended path and he eventually came to be involved in the political struggles that culminated in the emergence of an independent Bangladesh.
A BIRTH THAT CHANGED A NATION

Mithu Alur Founder and Chairperson, ADAPT (formerly The Spastics Society of India)

This research examines a new holistic approach of care for persons with cerebral palsy and their families, developed by The Spastics Society of India (now ADAPT). The focus is on a new psycho-social model that combines education, treatment and socio-emotional development in social rather than in hospital settings, making inclusive education in regular schools possible. The author also narrates her experience as a mother, care-giver and professional, and the role of family support. Based on 40 years’ work, the book provides an example of compassionate and effective care as well as its scalability.

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2016 • 308 pages • Paperback (9789386062215) • ₹725.00

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Relationship of trust and organizational behavior has always been the attention of scholars. An overview of research on family enterprise trust at home and abroad, we can find that there are two paths. One is to analyze the trust of family enterprise by using the construct of the trust structure in the West, and the other is that we are trying to construct trust structure to local Chinese explanation. At present, research on the trust of Chinese family enterprise still use the former analysis path and the latter supplied and amend the former’s judgment, they did not form their own independent thinking logic.

The relationship of between trust and organizational behavior has always been the attention of scholars. An overview of research on the role that trust plays in family enterprises in some China and abroad, we can find that there are two paths. One is to analyze the trust of family enterprise by using the construct of the trust structure in the West and the other is that we are trying to construct through the interpretation of trust structure to local Chinese explanation traditional values. At present, most of the current research studies on the trust of Chinese family enterprises are being done still use the former analysis path and following the Western framework, and while the latter local supplied and explanations are used only for amending, the former’s judgments. Some scholars did not rarely follow their own independent thinking logic.

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