

## **J R D Tata Letters And Keynote Hardcover**

This book introduces readers to the ethics of philanthropy, particularly in the Indian context. Drawing on JRD Tata's philosophy and approach to business, it shows how business and philanthropy were intrinsically related for him. JRD Tata was arguably one of the most influential businessmen in post-Independence India. He was instrumental in not only expanding the Tata businesses but was also known for his impact on the conduct of business as well as his support for various national projects including research and education. He introduced key labour laws in his factories, which later became the model for the Indian government. He was also part of government institutions such as Air India. By discussing ideas such as trusteeship, the notion of profit, the relation between public and private, and social welfare, the book offers an intellectual map of JRD's thoughts and an original perspective on their significance for an ethics of philanthropy in general. It provides new insights into the nature of ethical problems in the Indian context as well as ways to negotiate with them based on JRD's work and reflections. It further creates a more meaningful understanding of Corporate Social Responsibility in the present global economy. Lucid and comprehensive, this book will be useful to scholars, researchers and faculty in departments of management and business studies, social work, sociology, economics and philosophy, as well as across social sciences. It will be of great interest to philanthropy organisations, non-governmental organisations, business schools, industry bodies, corporates, and those in leadership and management.

This work has been selected by scholars as being culturally

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important, and is part of the knowledge base of civilization as we know it. This work was reproduced from the original artifact, and remains as true to the original work as possible. Therefore, you will see the original copyright references, library stamps (as most of these works have been housed in our most important libraries around the world), and other notations in the work. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. As a reproduction of a historical artifact, this work may contain missing or blurred pages, poor pictures, errant marks, etc. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

A Plan of Economic Development for India', aka the Bombay Plan, written in two parts and published in 1944 and 1945, generated widespread interest in India and abroad at the time of its publication. Its authors were none other than J.R.D Tata, G.D Birla, Purushottamdas Thakurdas, Kasturbhai Lalbhai, Ardeshir Dala, Lala Sri Ram, John Mathai and A.D In 1868, Jamsetji Tata, a visionary of his time, lit the flame that went on to become Tata and its group of companies. This business grew into an extraordinary one. One that some may even call 'the greatest company in the world'. Over the decades, the business expanded and prospered under the leadership of the various keepers of the flame, such as Sir Dorabji Tata, J.R.D Tata and Ratan Tata, to name a few. But, one day, the headlines boldly declared that the chairman of the board of Tata Sons, Cyrus Mistry, had been fired. What went wrong? In this exclusive and authorized book, insiders

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of the Tata businesses open up to Peter Casey for the first time to tell the story. From its humble beginnings as a mercantile company to its growth as a successful yet philanthropic organization to its recent brush with Mistry, this is a book that every business-minded individual must read. Traces India's economic and social transformation into a free-market democracy, sharing the stories of its top players while weaving in the author's own life experiences as a former CEO for Procter & Gamble India. Reprint.

Leela Naidu was listed as one of the five most beautiful women in the world by Vogue magazine. But she was much more than that. She was the fine-boned, haunting face in Hrishikesh Mukherjee's Anuradha, in Merchant-Ivory's The Householder and in Shyam Benegal's Trikaal. She was the woman who refused to sign Raj Kapoor's films four times, and the actor who asked for a script long before the phrase bound script became Bollywood cliché. Jean Renoir taught her acting and Salvador Dali used her as a model for a Madonna. Leela was married, the mother of twins and divorced before she was twenty. Later, she was Dom Moraes' muse, his unpaid secretary, his best friend and, when he was interviewing Indira Gandhi, his translator (interpreting his mumbling questions). Through this time she also edited magazines and dubbed Hong Kong action movies, was Kumar Shahani's first producer, and when JRD Tata wanted a film on how to use the washroom on a plane, she made it for him. A Patchwork Life is a memoir that is charming, idiosyncratic and a window to a world of Chopin, red elephants, lampshades made of human skin, moss gardens and much more: a world where a naked Russian count turns up in a French garden, plush hotels offer porcupine quills as toothpicks and an assistant director sends his female lead an inflatable rubber bra. Leela's life was about staying in the moment. Everyone who met her has a Leela Naidu story. This is her version.

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An eye-opening portrait of global capitalism spanning 150 years, told through the history of the Tata corporation. Nearly a century old, the grand façade of Bombay House is hard to miss in the historic business district of Mumbai. This is the iconic global headquarters of the Tata Group, a multinational corporation that produces everything from salt to software. After getting their start in the cotton and opium trades, the Tatas, a Parsi family from Navsari, Gujarat, ascended to commanding heights in the Indian economy by the time of independence in 1947. Over the course of its 150-year history Tata spun textiles, forged steel, generated hydroelectric power, and took to the skies. It also faced challenges from restive workers fighting for their rights and political leaders who sought to curb its power. In this sweeping history, Mircea Raianu tracks the fortunes of a family-run business that was born during the high noon of the British Empire and went on to capture the world's attention with the headline-making acquisition of luxury car manufacturer Jaguar Land Rover. The growth of Tata was a complex process shaped by world historical forces: the eclipse of imperial free trade, the intertwined rise of nationalism and the developmental state, and finally the return of globalization and market liberalization. Today Tata is the leading light of one of the world's major economies, selling steel, chemicals, food, financial services, and nearly everything else, while operating philanthropic institutions that channel expert knowledge in fields such as engineering and medicine. Based on painstaking research in the company's archive, Tata elucidates how a titan of industry was created and what lessons its story may hold for the future of global capitalism.

This Novel Of Partition Was First Published In 1956 And Is Now Widely Accepted As Being One Of The Classics Of Modern Indian Fiction.

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The inside track to India's most powerful tycoons. The eight business maharajas profiled here are among Asia's most powerful industrial tycoons. Their combined turnover runs into billions of rupees, and between them they employ some 650,000 people, while indirectly affecting the lives of millions more. Sip a cup of tea, drive to work, listen to music, build a house and the chances are that in these and a myriad other ways you are using products that they manufacture or market. By any yardstick, the achievements of these men would rank among the great business stories of our time. How did these men build their enormous empires? What are their management secrets? How did they thrive and prosper even as others failed? What is their vision for the future? Top business writer and industry insider Gita Piramal draws on exhaustive interviews and in-depth research to discover the answers to these and related questions in her profiles of the men who will lead the country's push to become an industrial superpower in the 21st century.

Contained in these pages is the correspondence of a man who for the major part of his life was at the helm of affairs of the House of Tata, one of the largest industrial groups in India, and has left an indelible impression on the country's economic and social life. For six decades J.R.D. Tata headed India's largest industrial conglomerate with uncommon success. This was only one aspect of his life. He was also a

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man of great sensitivity who suffered at the loss of friends and was pained by the poverty he saw around him: a philanthropist who wanted India to be 'a happy country' and did all that he could to make it so: a man with a passion for literature, fast cars, skiing and, of course, flying. This book, by the author of the best-selling *The Last Blue Mountain*, records JRD's thoughts on a variety of subjects. In these pages he speaks of the House of Tatas and his style of management, about how he nearly joined the freedom struggle in the early 1940s, about the 'thrill of living a little dangerously', his love of music and wine, and the writers he likes to read. He speaks also, with striking candour and insight, about the failures of socialism, the future of India and his association with stalwarts like Jawaharlal Nehru, Jayaprakash Narayan, Vallabhbhai Patel, Indira Gandhi and Henry Kissinger. Towards the end of the book, in the final year of his life, we see him come to terms with death, God and the afterlife. '...A spellbinding book.' motivation of one of the giants of Indian industry.' --Financial Times, London 'Few tributes have so movingly or so appositely refracted the spirit of a colossus who, though born to the proverbial bold and beautiful lifestyle, was to leave an indelible imprint on so many aspects of contemporary India.' --The Pioneer

This book outlines Patel's crucial role in the integration of princely states into India, in saving the

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Kashmir valley from Pakistani raiders, and his perceptive and farsighted approach with respect to China, Tibet and Nepal. The book reproduces rare and unpublished correspondence from distinguished persons including Lord Mountbatten and K. P. S. Menon, among others. India's Bismarck explores the courageous and pivotal role of Sardar Patel in the creation of One India.

Jamsetji Nusserwanji Tata Was Born In 1839, And In His Lifetime India Remained Firmly Under British Rule. Yet The Projects He Envisioned Laid The Foundation For The Nation S Development Once It Became Independent. More Extraordinary Still, These Institutions Continue To Set The Pace For Others In Their Respective Areas. For, Among His Many Achievements Are The Indian Institute Of Science In Bangalore, Which Has Groomed Some Of The Country S Best Scientists, The Tata Steel Plant In Jamshedpur, Which Marked The Country S Transition From Trading To Manufacturing, His Pioneering Hydro-Electric Project, And The Taj Mahal Hotel In Mumbai, One Of The Finest In The World. In These As In Other Projects He Undertook, Jamsetji Revealed The Unerring Instinct Of A Man Who Knew What It Would Take To Restore The Pride Of A Subjugated Nation And Help It Prepare For A Place Among The Leading Nations Of The World Once It Came Into Its Own. The Scale Of The Projects Required Abilities Of A High Order. In Some

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Cases It Was Sheer Perseverance That Paid Off As With Finding A Suitable Site For The Steel Project. In Others, Such As The Indian Institute Of Science, It Was His Exceptional Persuasive Skills And Patience That Finally Got Him The Approval Of A Reluctant Viceroy, Lord Curzon. In For The Love Of India, R.M. Lala Has Drawn Upon Fresh Material From The India Office Library In London And Other Archives, As Also Jamsetji S Letters, To Portray The Man And His Age. It Is An Absorbing Account That Makes Clear How Remarkable Jamsetji S Achievement Truly Was, And Why, Even Now, One Hundred Years After His Death, He Seems Like A Man Well Ahead Of The Times.

A diamond twice as large as the famous Kohinoor pledged to survive a financial crisis; meeting a 'relatively unknown young monk' who later went on to be known as Swami Vivekananda; a photograph that Kalpana Chawla carried along with her on her first mission into space; the fascinating story of the first-ever Indian team at the Olympics; how 'OK TATA' made its way to the back of millions of trucks on the Indian highways, and many more.

#Tatastories is a collection of little-known tales of individuals, events and places from the Tata Group that have shaped the India we live in today.

| WINNER OF THE GAJA CAPITAL BUSINESS BOOK PRIZE 2019 | The nineteenth century was an exciting time of initiative and enterprise around the

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world. If John D. Rockefeller was creating unimagined wealth in the United States that he would put to the service of the nation, a Parsi family with humble roots was doing the same in India. In 1822, a boy was born in a priestly household in Gujarat's Navsari village. Young Nusserwanji knew early on that his destiny lay beyond his village and decided to head for Bombay to start a business - the first in his family to do so. He had neither higher education nor knowledge of business matters, just a burning passion to carve a path of his own. What Nusserwanji started as a cotton trading venture, his son Jamsetji, born in the same year as Rockefeller, grew into a multifaceted business, turning around sick textile mills, setting up an iron and steel company, envisioning a cutting-edge institute of higher learning, building a world-class hotel, and earning himself the title of the 'Bhishma Pitamah of Indian Industry'. Stewarded ably over the decades by Jamsetji's sons Dorabji and Ratanji, the charismatic and larger-than-life JRD, and thereafter the more business-like Ratan, the Tata group today is a 110-billion-dollar empire. The Tatas is their story. But it is more than just a history of the industrial house; it is an inspiring account of India in the making. It chronicles how each generation of the family invested not only in the expansion of its own business interests but also in nation building. Few know, for instance, that the first hydel power project

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in the world was conceived of and built by the Tatas. Nor that some radical labour concepts such as eight-hour work shifts were born in India, at the Tata mill in Nagpur. The Tata Cancer Research Centre, the Indian Institute of Science, the Tata Institute of Fundamental Research, as also the national carrier Air India - the family has a long, rich and unrivalled legacy. The Tatas is a tribute to a line of visionaries who have a special place in the hearts and minds of ordinary Indians. Written by seasoned journalist Girish Kuber, this is also the only book that tells the complete Tata story spanning almost two hundred years.

When Jamsetji Tat started a trading firm in 1868, few could have guessed that he was also starting an important chapter in the making of modern India. Jamsetji saw that the three keys to India's industrial development were steel, hydroelectric power, and technical education and research. A century and a half later, the Tatas can claim with justice to have lined up to the vision of their founder. This edition includes the story of how the Tatas, with Ratan Tata at the helm, have had to grapple with change in the post-1992 era of economic reforms, when the opening up of India to the world came as both a challenge and a blessing. In a frank epilogue, Ratan Tata talks about the difficulties he faced in implementing change, including resistance from his colleagues. This new edition also has a postscript on

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the Nano, which has given the most global prominence to the Tata brand. The Creation of Wealth is R.M. Lala's bestselling account of how the Tatas have been at the forefront in the making of the Indian nation-not just by their phenomenal achievements as industrialists and entrepreneurs but also by their significant contributions in areas like factory reforms, labour and social welfare, medical research, higher education, culture and arts, and rural development.

| LONGLISTED FOR THE TATA LITERATURE LIVE BUSINESS BOOK OF THE YEAR AWARD 2019 || LONGLISTED FOR THE TATA LITERATURE LIVE BUSINESS BOOK OF THE YEAR AWARD 2019

|Immediately upon completing his DPhil degree, young Mukund Rajan came back to India and joined the Tata group as Ratan Tata's executive assistant. Over the next twenty-three years, as he worked closely with Ratan Tata, he got an inside view of the ups and downs, the controversies and achievements of the Tata group. In this book, his memoirs, he talks of what really went on during those turbulent times and how the Tatas pulled through each of these situations. Along with that, this book offers a close portrait of the enigmatic Ratan Tata from his longest-serving executive assistant. The Brand Custodian is a study of the Tata group's evolution and explains the relevance of the conglomerate to the world we live in.

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History of the Tata Group, business conglomerate of India, juxtaposed with history of modern India and industrialization; includes biographies of Nasarwanji Jamsetji Tata, 1839-1904, Naval Tata, and Jehangir Ratanji Dadabhoy Tata, b. 1904.

In this biographical study of his own family, Zareer Masani describes in a brutally frank language his own assessment about the intimate life of his parents, the charismatic Indian politician Minoo Masani and his talented wife Shakuntala.

The story of Indian business remains incomplete without the Bombay Plan The Tryst with Prosperity is the story of the Bombay Plan which was initiated in 1944. Eight remarkable individuals from the world of industry, like J.R.D. Tata, Lala Shri Ram and G.D. Birla, came together and drafted this plan. The Bombay Plan, an economic blueprint, promised to double India's per capita income in fifteen years; envisaged a 130 per cent rise in agriculture output; a 500 per cent increase in manufacturing; and a minimum standard of living for every individual. This plan held out the promise of partnership between the Indian state and private enterprise. Yet, ironically, a decade later, these captains of industry fell out with the Nehruvian establishment. Nonetheless, the indelible imprint of the Bombay Plan was manifest in the national Five Year Plans and in the economic trajectory of India. Seventy-five years later, the Bombay Plan's legacy continues to be unmistakable

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in the economic life of contemporary India. Rivetingly told, business historian Medha M. Kudaisya, narrates an important chapter from the story of Indian business.

'The Learning Factory is a book full of anecdotal stories that offers different teachings and lessons for students, business professionals, as well as those curious about the Tata way of business. This firsthand narration of interactions and incidents with Tata leaders gives a new insight into the group's leadership and strategy and helps better understand its value-driven business.' - Ratan Tata Founded in 1868 by Jamsheji Tata, the Tata Group symbolizes the great Indian story of hope, growth and phenomenal success. The group played the role of a nation builder in post- independent India. Its companies were headed by legendary chairpersons, all of whom firmly believed in the importance of continuously learning and growing. What can we learn from the individual stories that come together to form this inspiring narrative? Like all great successes, this isn't one story-it is many accounts that are so powerful that the whole is so much greater than the sum of all its parts. In The Learning Factory, Arun Maira narrates people-centric episodes that bring alive the values of the Tata Group, standards that combine the high-velocity practices as well as the old-fashioned principles that make the Tata Group the giant it is today. With

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insightful stories of conduct that are as practically implementable as they are inspiring, this is a blueprint for the individual as well as the business that seeks success through its community of leaders, workers and thinkers.

What is it that we as a nation are missing? Why, given all our skills, resources and talents, do we settle so often for the ordinary instead of striving to be the best? At the heart of Ignited Minds is an irresistible premise: that people do have the power, through hard work, to realize their dream of a truly good life. Kalam's vision document of aspiration and hope motivates us to unleash the dormant energy within India and guide the country to greatness.

What makes for great leadership? Can it be learnt? If so, what are the essential value and qualities that go into its making? By studying the lives, successes and failures of some of mankind's greatest leaders, the author identifies thirteen qualities of leadership: ? Communication ?

Compassion ? Competence ? Courage ? Decision-making ? Humility ? Integrity ? Man-management ? Purpose ? Stamina

? Teamwork ? Training, and ? Vision The importance of each of these qualities is highlighted by examples from the lives of outstanding leaders. In a time of increasing ethical

ambivalence, the new chapter on J. R. D. Tata's business ethics is particularly illuminating. It brings out the wide canvas on which this titan of Indian industry chose to both define and practice ethics with remarkable business success. The

instances of great leaders chosen by the author are drawn from different walks of life and the rich insights and

understandings offered by the book would benefit leaders in every field of human endeavour, whether it be business,

military, public service or education. REVIEWS " ...delightful – and more importantly thoughtful – book ... Lala writes with

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conviction and sincerity ... those who think they are 'leaders' should read this book." — MV Kamath in The Times of India  
"The subject is fascinating ... and Russi Lala's fresh approach had made it extremely interesting." — JRD Tata " ... excellent book ... he has made a great study of this subject."  
— Field Marshal Sam Manekshaw

Biography of Jehangir Ratanji Tata, b. 1904, industrialist from India.

An exhaustive and unforgettable portrait of India's greatest and most respected industrialist. Written with J.R.D. Tata's cooperation, this superb biography tells the J.R.D. story from his birth to 1993, the year in which he died in Switzerland. The book is divided into four parts: Part I deals with the early years, from J.R.D's birth in France in 1904 to his accession to the chairmanship of Tatas, India's largest industrial conglomerate, at the age of thirty-four; Part II looks at his forty-six years in Indian aviation (the lasting passion of J.R.D's life) which led to the initiation of the Indian aviation industry and its development into one of India's success stories; Part III illuminates his half-century-long stint as the outstanding personality of Indian industry; and Part IV unearths hitherto unknown details about the private man and the public figure, including glimpses of his long friendships with such people as Jawaharlal Nehru, Mahatma Gandhi, Indira Gandhi and his association with celebrities in India and abroad.

This is the first definitive biography of arguably India's most influential and powerful civil servant: P.N. Haksar, Indira Gandhi's alter ego during her period of glory. Educated in the sciences and trained in law, Haksar was a diplomat by profession and a communist-turned-democratic socialist by conviction. He had known Indira Gandhi from their student days in London in the late-1930s, even though family links predated this friendship. They kept in touch, and in May 1967,

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she plucked him out of his diplomatic career and appointed him secretary in the prime minister's Secretariat. This is when he emerged as her ideological beacon and moral compass, playing a pivotal role in her much-heralded achievements including the nationalization of banks, abolition of privy purses and princely privileges, the Indo-Soviet Treaty, the creation of Bangladesh, rapprochement with Sheikh Abdullah, the Simla and New Delhi Agreements with Pakistan, the emergence of the country as an agricultural, space and nuclear power and, later, the integration of Sikkim with India. This power and influence notwithstanding, Haksar chose to walk away from Indira Gandhi in January 1973. She, however, persuaded him to soon return, first as her special envoy and later as deputy chairman of the Planning Commission where he left his distinctive imprint. Exiting government once and for all in May 1977, he then continued to be associated with a number of academic institutions and became the patron for various national causes like protecting India's secular traditions, propagating of a scientific temper, strengthening the public sector and deepening technological self-reliance. Successive prime ministers sought his counsel and in May 1987, he initiated the reconstruction of India's relations with China. He remained an unrepentant Marxist and one of India's most respected elder statesman and leading public figures till his death in November 1998. Drawing on Haksar's extensive archives of official papers, memos, notes and letters, Jairam Ramesh presents a compelling chronicle of the life and times of a truly remarkable personality who decisively shaped the nation's political and economic history in the 1960s and 1970s that continues to have relevance for today's India as well. Written in Ramesh's inimitable style, this work of formidable scholarship brings to life a man who is fast becoming a victim of collective amnesia.

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A series of high-profile acquisitions, including Jaguar Land Rover and Corus Steel, together with the launch of the Nano (the world's first below US\$ 2500 car), is set to change our perception of India's oldest and most respected corporate brand. With a major international presence, in a variety of areas including steel, tea, chemicals, communications and software, Tata now stands 65th in the world brand valuation league: a truly global brand. But what is the Tata brand all about? What are its values? How do people perceive it, in India and around the world? In this absorbing and informed book Morgen Witzel digs into the heart of the Tata enterprise, describes its origins, how Tata's reputation and image evolved, and how the group has worked to transform that image into a powerful and valuable brand. Tata: The Evolution of a Corporate Brand goes to the core of the Tata ethos to explore the unique relationship between the Tata group and the Indian people, a relationship that goes beyond the achievements of a successful business to its social contributions for its employees and the society at large. Finally it asks how that reputation will be perceived and understood as Tata moves into global markets. Whether you're an entrepreneur, a manager, a marketer, or an interested Tata loyalist this book will help you understand the durability of the brand and inspire you with the values it holds onto in the global economy.

In times of adversity, you have two choices — you can either steal yourself away from the situation or steel yourself up towards it. For Ratan Tata, the choice was made early on. To be given the reins to India's largest business conglomerate can be extremely daunting. But Ratan Tata's takeover as the chairman of the Tata group proved that what is already great can be made even better. His legacy has the innate power to inspire great leadership. His success can motivate any beyond words. But, if how the world sees you is a result of

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how well you communicate, Ratan Tata's wisdom is unmatched. This book contains his simplicity, his determination, his defining moments, his generosity, his learning curve, his humility and his intellectual curiosity. From a man who has lived his days redefining success, his experiences and learnings can brighten the light at the end of any entrepreneurial tunnel. If ever, on your journey of life, you need a little nudge, a push or a spark, this book will never fail to deliver. Not even for a nano second.

Soon, the realization that, while economies had been growing, systemic problems of social inequality and environmental unsustainability were becoming intolerable, led to the Sustainable Development Goals, which all countries signed up to achieve. A new toolkit is required to attain these goals that go beyond the precepts of good business management and prevalent best practices in government as well as civil society organizations.

In 1989, In The Middle Of A Busy Day, R.M. Lala Happened To Notice In A Mirror That One Side Of His Neck Was Significantly Enlarged. Tests Revealed That He Was Suffering From Malignant Lymphoma, A Form Of Cancer That Affects The Lymph Nodes. The Awareness Of This Life-Threatening Illness Meant A Radical Change In How He Lived, A Marshalling Of Mental And Physical Resources Such As He Had Never Had To Do Before. For Treatment, Like The Disease, Is Harsh. It Involves, Among Other Things, A Regimen Of Chemotherapy That Can Leave A Patient Drained Of Every Ounce Of Strength. A Person Weakened By Disease And Treatment Has To Eventually Draw On His Own Faith In Himself, Supported By The Love Of Others, And In The Author S Case, A Strong And Abiding Belief In God. Written In The Form Of Letters, This Book Is Meant To Prepare A Friend, Also Diagnosed With Cancer, For The Rigours Ahead Of Her. Drawing On His Experience To

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Provide Her Reassurance, The Author Shares With Her His Feelings Of Despair As He Underwent The Painful Treatment, And The Hope That He Was Able To Generate In His Darkest Moments. Ultimately, He Addresses All Of Us, Showing Us The Indomitability Of The Human Spirit Which Can Survive Anything, Teaching Us How To Make Each Moment Of Our Lives A Celebration.

The Golden age of Indian industry, as it now seems in retrospect, lasted from 1951 to '62. and industrialists of the lime were not afraid to think ahead and plan big. Among the entrepreneurs who led this Industrial resurgence, four were particularly outstanding, G.D. Birla, Walchand Hirachand, Kasturbhai Lalbhai and, J.R.D. Tata. Gita Piramal, author of the acclaimed Business Maharajas, sensitively recreates the Lives and Times of these four titans of industry. She draws upon hitherto untapped sources of information to Sketch her profiles, making htis perhaps the closest Look at these legends this fair. Thought provoking and incisive. Business Legends is a compelling Account of ambition and achievement.

With over 100 companies offering products and services across 150 countries, 700,000 employees contributing a revenue of US\$ 100 billion, the Tata Group is India's largest and most globalized business conglomerate. The Tatas are known for salt, software, cars, communications, housing, hospitality, steel and gold. But how did they come so far? How did they groom leadership, delight customers, drive business excellence and acquire global corporations? How did they maintain a brand and corporate values that are considered the gold standard? A deepdive into the Tata universe, The Tata Group brings forth hitherto lesser-known facts and insights. It also brings you face-to-face with the most intriguing business decisions and their makers. How did Tata Motors turn around Jaguar Land Rover when Ford failed

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to do so? Why wasn't TCS listed during the IT boom? Why wasn't Tata Steel's Corus acquisition successful? This definitive book tells riveting tales and provides insider accounts of the adventure and achievement, conflict and compassion, dilemmas and decisions of dozens of Tata companies. The result of over a decade of rigorous research and interviews with more than a hundred leaders at Tata, this book decodes the Tata way of business, making it an exceptional blend of a business biography and management classic.

TATAllog presents eight riveting and hitherto untold stories about the strategic and operational challenges that TATA companies have faced over the past two decades and the forward thinking and determination that have raised the brand to new heights. From Tata Indica, the first completely Indian car; to the jewellery brand Tanishq; and Tata Finance, which survived several tribulations, TATAllog, written by a Tata insider, reveals the DNA of every TATA enterprise—a combination of being pioneering, purposive, principled and 'not perfect'.

To commemorate his life and times, we brought out two volumes - one, of his correspondence with people from various walks of life, and the other consisting of his speeches and addresses made as Chairman of the House of Tata.

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