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**KEY=NILEKANI - GABRIELLE YADIRA**

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**IMAGINING INDIA**

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**IDEAS FOR THE NEW CENTURY**

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'A sprawling book of ideas and idealism'-India Today 'A tome as memorable and, perhaps, as appropriate as Barack Obama's Audacity of Hope . . . this is a story told by one of India's greatest dreamers who, having realised his dreams, is now impatient to help his countrymen realise theirs'-Businessworld 'This is an inspirational, optimistic book that makes you more hopeful about India . . . Nilekani is a liberal and a renaissance man. He not only shares the values that define the Indian republic, he embodies them. He offers a convincing and balanced perspective on the future direction of public policy in India'-Outlook 'Laced with personal experiences and interactions with over 100 opinion leaders from different walks of life, Nilekani pieces together an exciting journey for the reader'-The Hindu 'It is hard not to be impressed by an author who alludes to Milton on one page, then turns to the charms of the National Municipal Accounting Manual on another . . . There are shorter, gentler introductions to India. But this is the second book everyone should read about this compelling country'-The Economist In this sweeping and comprehensive book, Infosys co-founder Nandan Nilekani offers an original perspective on India's past, present and future. Looking closely at the country's recent history, he discusses how our early socialist policies, despite good intentions, stifled growth and weakened democracy; how our large and overwhelmingly young population has now become our greatest strength;

and how information technology is revolutionizing not just business but also governance in the everyday life of a vast majority of Indians. Nilekani also gets to the heart of charged debates about caste politics, labour reform, infrastructure, urbanization, higher education, the English language in India and the role of the state in a globalized world where the wealth of big corporations exceeds that of some nations. Calling for reform and innovation in all sectors of public life, Nilekani argues that only a safety net of ideas-from genuinely inclusive democracy to social security, from public health to sustainable energy-can transcend political agendas and safeguard the country's future.

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## **IMAGINING INDIA**

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### **THE IDEA OF A RENEWED NATION**

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*Penguin* **A visionary look at the evolution and future of India** In this momentous book, Nandan Nilekani traces the central ideas that shaped India's past and present and asks the key question of the future: How will India as a global power avoid the mistakes of earlier development models? As a co-founder of Infosys, a global leader in information technology, Nilekani has actively participated in the company's rise during the past twenty-seven years. In *Imagining India*, he uses his global experience and understanding to discuss the future of India and its role as a global citizen and emerging economic giant. Nilekani engages with India's particular obstacles and opportunities, charting a new way forward for the young nation.

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## **IMAGINING INDIA**

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### **THE IDEA OF A RENEWED NATION**

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*Penguin* **Presents an analysis of the central ideas and achievements that have shaped India throughout its recent economic boom, explaining why India's future will depend on reform and innovation in all sectors of public life.**

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## **THE ART OF BITFULNESS**

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*Penguin Random House India Private Limited* **IS YOUR TECHNOLOGY DRIVING YOU CRAZY?** We are in a toxic relationship with our devices. The line between work and home has become blurrier than ever. The constant onslaught of information affects our mental peace. We all know this is not good for us. Yet, we can't help ourselves from going back for one more scroll. The internet cannot be avoided, but our relationship with it can change. *The Art of Bitfulness* helps create

healthy boundaries between you and the floodgates of the internet. It offers new strategies to reclaim your time, privacy and attention. This book is all about how to live with tech, not how to live without it. The goal is not to spend less time on your devices; it is to spend your time on your devices better. This book also talks about how we got here in the first place. Why does our technology limit us, rather than liberate us? The Art of Bitfulness offers a new way of building tech for all, rather than a winner-take-all system. The authors of this book are veterans of the digital world. They are optimistic about technology's potential to transform society, but are pragmatic about what needs to happen to get there. This book is not anti-tech, it is pro-you.

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## REBOOTING INDIA

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## REALIZING A BILLION ASPIRATIONS

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*Penguin UK* A timely call to reshape government through technology, from Nandan Nilekani and Viral Shah, two leading experts in the field. For many aspects of how our countries are run - from social security and fair elections to communication, infrastructure and the rule of law - technology can play an increasingly positive, revolutionary role. In India, for example, where many underprivileged citizens are invisible to the state, a unique national identity system is being implemented for the first time, which will help strengthen social security. And throughout the world, technology is essential in the transition to clean energy. This book, based on the authors' collective experiences working with government, argues that technology can reshape our lives, in both the developing and developed world, and shows how this can be achieved. Praise for Nandan Nilekani: 'A pioneer . . . one of India's most celebrated technology entrepreneurs' Financial Times 'There is a bracing optimism about Nilekani's analysis . . . which can only be welcome in this age of doom and gloom' Telegraph 'The Bill Gates of Bangalore . . . Nilekani achieves an impressive breadth' Time Nandan Nilekani is a software entrepreneur, Co-founder of Infosys Technologies, and the head of the Government of India's Technology Committee. He was named one of the '100 Most Influential People in the World' by TIME magazine and Forbes' 'Business Leader of the Year', and he is a member of the World Economic Forum Board. Viral B. Shah is a software expert who has created various systems for governments and businesses worldwide.

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## REIMAGINING INDIA

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## UNLOCKING THE POTENTIAL OF ASIA'S NEXT SUPERPOWER

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*Simon and Schuster* **Reimagining India** brings together leading thinkers from around the world to explore the challenges and opportunities faced by one of the most important and least understood nations on earth. India's abundance of life—vibrant, chaotic, and tumultuous—has long been its foremost asset. The nation's rising economy and burgeoning middle class have earned India a place alongside China as one of the world's two indispensable emerging markets. At the same time, India's tech-savvy entrepreneurs and rapidly globalizing firms are upending key sectors of the world economy. But what is India's true potential? And what can be done to unlock it? McKinsey & Company has pulled in wisdom from many corners—social and cultural as well as economic and political—to launch a feisty debate about the future of Asia's "other superpower." *Reimagining India* features an all-star cast of contributors, including CNN's Fareed Zakaria; Mukesh Ambani, CEO of India's largest private conglomerate; Microsoft founder Bill Gates; Google chairman Eric Schmidt; Harvard Business School dean Nitin Nohria; award-winning authors Suketu Mehta (*Maximum City*), Edward Luce (*In Spite of the Gods*), and Patrick French (*India: A Portrait*); Nandan Nilekani, Infosys cofounder and chairman of the Unique Identification Authority of India; and a host of other leading executives, entrepreneurs, economists, foreign policy experts, journalists, historians, and cultural luminaries. These essays explore topics like the strengths and weaknesses of India's political system, growth prospects for India's economy, the competitiveness of Indian firms, India's rising international profile, and the rapid evolution of India's culture. Over the next decade India has the opportunity to show the rest of the developing world how open, democratic societies can achieve high growth and shared prosperity. Contributors offer creative strategies for seizing that opportunity. But they also offer a frank assessment of the risks that India's social and political fractures will instead thwart progress, condemning hundreds of millions of people to enduring poverty. *Reimagining India* is a critical resource for readers seeking to understand how this vast and vital nation is changing—and how it promises to change the world around us.

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## GETTING INDIA BACK ON TRACK

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### AN ACTION AGENDA FOR REFORM

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*Brookings Institution Press* **India** has fallen far and fast from the runaway growth rates it enjoyed in the first decade of the twenty-first century. In order to reverse this trend, New Delhi must seriously reflect on its policy choices across a wide range of issue areas. *Getting India Back on Track* broadly coincides with the 2014 Indian elections to spur a public

debate about the program that the next government should pursue in order to return the country to a path of high growth. It convenes some of India's most accomplished analysts to recommend policies in every major sector of the Indian economy. Taken together, these seventeen focused and concise memoranda offer policymakers and the general public alike a clear blueprint for India's future. Contents Foreword Ratan N. Tata (Chairman, Tata Trusts) Introduction Ashley J. Tellis and Reece Trevor (Carnegie Endowment for International Peace) 1. Maintaining Macroeconomic Stability Ila Patnaik (National Institute of Public Finance and Policy) 2. Dismantling the Welfare State Surjit Bhalla (Oxus Investments) 3. Revamping Agriculture and the Public Distribution System Ashok Gulati (Commission for Agriculture Costs and Prices) 4. Revisiting Manufacturing Policy Rajiv Kumar (Centre for Policy Research) 5. Generating Employment Omkar Goswami (Corporate and Economic Research Group) 6. Expanding Education and Skills Laveesh Bhandari (Indicus Analytics) 7. Confronting Health Challenges A. K. Shiva Kumar (National Advisory Council) 8. Accelerating Infrastructure Modernization Rajiv Lall and Ritu Anand (IDFC Limited) 9. Managing Urbanization Somik Lall and Tara Vishwanath (World Bank) 10. Renovating Land Management Barun S. Mitra (Liberty Institute) and Madhumita D. Mitra (consultant) 11. Addressing Water Management Tushaar Shah (International Water Management Institute) and Shilp Verma (independent researcher) 12. Reforming Energy Policy and Pricing Sunjoy Joshi (Observer Research Foundation) 13. Managing the Environment Ligia Noronha (Energy and Resources Institute) 14. Strengthening Rule of Law Devesh Kapur (University of Pennsylvania) and Milan Vaishnav (Carnegie Endowment for International Peace) 15. Correcting the Administrative Deficit Bibek Debroy (Centre for Policy Research) 16. Building Advanced Technology Capacity for Competitive Arms Acquisition Ravinder Pal Singh (Stockholm International Peace Research Institute) 17. Rejuvenating Foreign Policy C. Raja Mohan (Observer Research Foundation and Carnegie Endowment for International Peace)

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## **THE WORLD IS FLAT [FURTHER UPDATED AND EXPANDED; RELEASE 3.0]**

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### **A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY**

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*Macmillan* This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

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## **INDIA UNBOUND**

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## THE SOCIAL AND ECONOMIC REVOLUTION FROM INDEPENDENCE TO THE GLOBAL INFORMATION AGE

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*Anchor* India today is a vibrant free-market democracy, a nation well on its way to overcoming decades of widespread poverty. The nation's rise is one of the great international stories of the late twentieth century, and in *India Unbound* the acclaimed columnist Gurcharan Das offers a sweeping economic history of India from independence to the new millennium. Das shows how India's policies after 1947 condemned the nation to a hobbled economy until 1991, when the government instituted sweeping reforms that paved the way for extraordinary growth. Das traces these developments and tells the stories of the major players from Nehru through today. As the former CEO of Procter & Gamble India, Das offers a unique insider's perspective and he deftly interweaves memoir with history, creating a book that is at once vigorously analytical and vividly written. Impassioned, erudite, and eminently readable, *India Unbound* is a must for anyone interested in the global economy and its future.

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## CAPITALISM IN AMERICA

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### AN ECONOMIC HISTORY OF THE UNITED STATES

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*Penguin* From the legendary former Fed Chairman and the acclaimed Economist writer and historian, the full, epic story of America's evolution from a small patchwork of threadbare colonies to the most powerful engine of wealth and innovation the world has ever seen. Shortlisted for the 2018 Financial Times and McKinsey Business Book of the Year Award From even the start of his fabled career, Alan Greenspan was duly famous for his deep understanding of even the most arcane corners of the American economy, and his restless curiosity to know even more. To the extent possible, he has made a science of understanding how the US economy works almost as a living organism--how it grows and changes, surges and stalls. He has made a particular study of the question of productivity growth, at the heart of which is the riddle of innovation. Where does innovation come from, and how does it spread through a society? And why do some eras see the fruits of innovation spread more democratically, and others, including our own, see the opposite? In *Capitalism in America*, Greenspan distills a lifetime of grappling with these questions into a thrilling and profound master reckoning with the decisive drivers of the US economy over the course of its history. In partnership with the celebrated Economist journalist and historian Adrian Wooldridge, he unfolds a tale involving vast landscapes, titanic figures, triumphant breakthroughs, enlightenment ideals as well as terrible moral failings. Every crucial debate is here--from the role of slavery in the antebellum Southern economy to the real impact of FDR's New

Deal to America's violent mood swings in its openness to global trade and its impact. But to read *Capitalism in America* is above all to be stirred deeply by the extraordinary productive energies unleashed by millions of ordinary Americans that have driven this country to unprecedented heights of power and prosperity. At heart, the authors argue, America's genius has been its unique tolerance for the effects of creative destruction, the ceaseless churn of the old giving way to the new, driven by new people and new ideas. Often messy and painful, creative destruction has also lifted almost all Americans to standards of living unimaginable to even the wealthiest citizens of the world a few generations past. A sense of justice and human decency demands that those who bear the brunt of the pain of change be protected, but America has always accepted more pain for more gain, and its vaunted rise cannot otherwise be understood, or its challenges faced, without recognizing this legacy. For now, in our time, productivity growth has stalled again, stirring up the populist furies. There's no better moment to apply the lessons of history to the most pressing question we face, that of whether the United States will preserve its preeminence, or see its leadership pass to other, inevitably less democratic powers.

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## IMAGINING INDIA

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### THE IDEA OF A NATION RENEWED

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*Penguin Group Canada* A visionary look at the evolution and future of India In this momentous book, Nandan Nilekani traces the central ideas that shaped India's past and present and asks the key question of the future: How will India as a global power avoid the mistakes of earlier development models? As a co-founder of Infosys, a global leader in information technology, Nilekani has actively participated in the company's rise during the past twenty-seven years. In "Imagining India," he uses his global experience and understanding to discuss the future of India and its role as a global citizen and emerging economic giant. Nilekani engages with India's particular obstacles and opportunities, charting a new way forward for the young nation.

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## IMAGINING INDIA

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### THE IDEA OF A RENEWED NATION

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*Penguin* An analysis of the central ideas that have shaped India throughout its recent economic boom, presented by a co-founder of Infosys, explains why India's future will depend on reform and innovation in all sectors of public life; in a

report that traces the achievements of the country's leaders to date while charting key ideas for ongoing infrastructure developments.

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## **NONALIGNMENT 2.0**

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### **A FOREIGN AND STRATEGIC POLICY FOR INDIA IN THE 21ST CENTURY**

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*Penguin UK* From India's most brilliant thinkers and analysts, comes a prescription for India's foreign and strategic policy over the next decade. The book identifies the threats and challenges India is likely to confront, the approach it should adopt to successfully pursue its national development goals and its international interests in a changing global environment, and thus assume its rightful place in the world.

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### **IMAGINING INDIA:IDEA FOR THE NEW CENTURY**

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### **BREAK YOUR OWN RULES**

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### **HOW TO CHANGE THE PATTERNS OF THINKING THAT BLOCK WOMEN'S PATHS TO POWER**

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*John Wiley & Sons* **New York Times Bestseller** How women can make it to the top by adopting the new rules of leadership **Women hold just 11 percent of the most senior-level leadership positions in U.S. Corporations—a number that hasn't changed in over 30 years. How can women break through? Break Your Own Rules distills the six faulty assumptions (or "rules") most women follow that get in the way—then delivers the correlating new rules that promise to clear that path. For example, the old rule of "Focus on Others" must be replaced by "Take Center Stage," "Hard Work Will Get You There" must yield to "Be Politically Savvy." "Play It Safe" must give way to "Play to Win." "Ask Permission" must be replaced by "Proceed Until Apprehended." Features the results of over 1,700 interviews with executives in Fortune 1000 companies, as well as the authors' new research and ongoing work with over 5,000 professional women Showcases previously-untold stories from high profile women including Ann Moore (CEO, Time Inc.), Susan Ivey (CEO, Reynolds American), Cathy Bessant (Global Executive for Technology and Operations for Bank of America), Lynn Ford (CEO, ING Solutions), and more Reveals what it really takes for any woman to succeed at the highest levels Foreword by Sharon Allen, Chairman of Deloitte This hands-on guide is for women who are ready to transform their assumptions and join the senior ranks of American business.**

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## **THE LIVE ENTERPRISE: CREATE A CONTINUOUSLY EVOLVING AND LEARNING ORGANIZATION**

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*McGraw Hill Professional* **Transform your organization into a constantly learning, ever-evolving industry leader with the proven operating model of leading global firms. For decades, leaders of large, complex organizations have been rightfully encouraged to run their organizations like lean, agile startups. More often than not, they place their bets on trends like digital transformation or design thinking. Well-intended, yet in isolation they are not enough. There's another, better way to drive durable, effective change in your organization, and it's been proven effective by global IT and business consulting leader Infosys. The Live Enterprise operating model provides a clear path to transform large complex businesses into agile, digital ecosystems that evolve with changing market needs and scale to any size. You'll learn how to apply the benefits of the startup operating model—but go much further. This groundbreaking guide addresses issues critical to transform large organizations, such as: Create an organizational structure that drives collaboration, innovation, strategic alignment, and new culture across distributed interconnected teams Respond quickly yet thoughtfully—and scientifically—to opportunities to create valuable new employee and customer experiences Reengineer your value chain to see what's missing, what can be improved, and what can be eliminated to generate exponential value Automate systems so routine decisions can be acted upon with maximum human intuition and minimum human intervention Groundbreaking in theory and long-term strategy, this game-changing guide includes practical steps you can take now—for immediate, concrete results—while laying the groundwork to operate with agility in the future. The application of Live Enterprise enabled Infosys to make the kinds of changes during the COVID crisis to not only survive but drive outstanding financial results. Now, you can use this innovative approach to position your company for the highly unpredictable future ahead.**

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## **THE LIFE TREE**

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### **POEMS**

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*Penguin UK* **In this moving collection of poems, A.P.J. Abdul Kalam takes us into his world, full of simplicity and beauty, understanding and compassion. Kalam's love for the country hines through as he inspires us and urges us to break the barriers of caste, religion and language. He wonders at God's creation in his paeans to nature, while imparting a deeply personal touch to his observations of human relationships. The Life Tree is an intimate introduction to Kalam the man, his life and his inspirational thoughts.**

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## LORDS OF FINANCE

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### THE BANKERS WHO BROKE THE WORLD

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*Penguin* **Winner of the Pulitzer Prize** “Erudite, entertaining macroeconomic history of the lead-up to the Great Depression as seen through the careers of the West’s principal bankers . . . Spellbinding, insightful and, perhaps most important, timely.” —Kirkus Reviews (starred) “There is terrific prescience to be found in [Lords of Finance’s] portrait of times past . . . [A] writer of great verve and erudition, [Ahamed] easily connects the dots between the economic crises that rocked the world during the years his book covers and the fiscal emergencies that beset us today.” —The New York Times It is commonly believed that the Great Depression that began in 1929 resulted from a confluence of events beyond any one person's or government's control. In fact, as Liaquat Ahamed reveals, it was the decisions made by a small number of central bankers that were the primary cause of that economic meltdown, the effects of which set the stage for World War II and reverberated for decades. As we continue to grapple with economic turmoil, *Lords of Finance* is a potent reminder of the enormous impact that the decisions of central bankers can have, their fallibility, and the terrible human consequences that can result when they are wrong.

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## THE AADHAAR EFFECT

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### WHY THE WORLD’S LARGEST IDENTITY PROJECT MATTERS

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*Oxford University Press* **Identification vs profiling; state welfare vs state surveillance; privacy vs transparency—Aadhaar has bitterly polarized India since its launch in 2010. No other project has captured the imagination of the people—or inspired such awe and anxiety—in recent memory. Aadhaar began life with a singular mandate: offer an identity to those Indian residents who didn’t have any. Along the way, it evolved into the welfare state’s flagship technology and altered forever how government, business, and society interact. The Aadhaar Effect is the story of the visionaries—bureaucrats, technologists, activists—who created or challenged India’s biggest juggernaut. It is equally the story of humans conflicted about complex choices that may make the world a better place. Polestar award winners N.S. Ramnath and Charles Assisi dive deep into the 12-digit number that has touched 1.2 billion lives and counting—and in the bargain, made the world sit up and take note of India’s ambition.**

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## INDIA'S NEW CAPITALISTS

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## CASTE, BUSINESS, AND INDUSTRY IN A MODERN NATION

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*Springer* In order to do business effectively in contemporary South Asia, it is necessary to understand the culture, the ethos, and the region's new trading communities. In tracing the modern-day evolution of business communities in India, this book uses social history to systematically document and understand India's new entrepreneurial groups.

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## MAKING INDIA GREAT AGAIN

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## LEARNING FROM OUR HISTORY

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*Routledge* How can India become a great country once again, is the question explored in this book. In the past, India had significant achievements in science, technology, mathematics and business. A failure to build robust institutional networks of information and trust and indifference of the state to business communities, brought all that crashing down within a generation. Many of these historical patterns persist till today. The ability to create wealth has everything to do with such networks. There was never any shortage of innovation in India. What was lacking was the ability to learn from their own experience. The building of learning networks and a learning ecosystem that could be used by people to leverage success - this is what is needed to unlock the huge talent pool that India possesses. This book addresses young, educated and aspiring Indians in different walks of life who are interested in contemporary issues relating to nation, society and economy. It puts forward some solutions to the problems that India faces. It would be of interest to anyone who would like to know how history can teach us to re-write the Indian growth story and to re-build a great nation. The book could also be used as reading material for students of history, political science, public administration, business administration, in under-graduate and post-graduate classes. Please note: This title is co-published with Manohar Publishers, New Delhi. Taylor & Francis does not sell or distribute the Hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka

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## THE GROWTH MAP

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## **ECONOMIC OPPORTUNITY IN THE BRICS AND BEYOND**

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*Penguin UK* **Jim O'Neill**, one of the most influential economists today, shares his insights on how and why he developed one of the most compelling economic concepts of our time in *The Growth Map*. 'O'Neill has redefined how investors and Western business leaders see the world. This book tells the unlikely story of how O'Neill developed this path-breaking idea . . . lively, powerful and highly accessible' Gillian Tett, *Financial Times* Ten years ago, Jim O'Neill predicted that globalization would help Brazil, Russia, India and China (the BRICs) - busy, ambitious countries full of raw materials - overtake the largest Western economies. With all four BRIC nations set to do just that, no other idea has proved as significant for the new century. But these changes have provoked business and political uncertainty and in *The Growth Map* O'Neill examines what is coming next. Can the BRICs sustain their exceptional growth? Which nations will come next? And what, for all of us, does the future hold? 'Goldman Sachs' rock star' *Business Week* 'Sharp, shrewd. Tells the big story of our time. The fundamental shift of economic power from the West' Niall Ferguson 'O'Neill has changed how the world thinks about economic growth - and how the BRICs think about themselves' Lloyd Blankfein, Chairman And Ceo, Goldman Sachs 'One of the most sought-after economic commentators on the planet' *Daily Telegraph* Jim O'Neill is Chairman of Goldman Sachs Asset Management. He joined Goldman Sachs in 1995, rising to chief economist, and in 2001 he led the team that conducted the original BRIC analysis. He is chairman of the charity SHINE, and a member of the boards of the UK Royal Economic Society, Itinera and Bruegel. He has a lifelong passion for Manchester United FC, and has served as a non-executive director of the club's board.

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## **UBHARATE BHĀRATA KĪ TASAVĪRA**

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On socio change and economic conditions of India.

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## **THE WRITING OF THE NATION BY ITS ELITE**

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## **THE POLITICS OF ANGLOPHONE INDIAN LITERATURE IN THE GLOBAL AGE**

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*Taylor & Francis* This volume examines the idea of India as it emerges in the writing of its anglophone elite, post-2000. Drawing on a variety of genres, including fiction, histories, non-fiction assessments - economic, political, and business - travel accounts, and so on, this book maps the explosion of English-language writing in India after the economic

liberalization and points to the nation's sense of its growing importance as a producer of culture. From Ramachandra Guha to William Dalrymple, from Arundhati Roy to Pankaj Mishra, from Jhumpa Lahiri to Amitav Ghosh, from Amartya Sen to Gurcharan Das, from Barkha Dutt to Tarun Tejpal, this investigation takes us from aesthetic imaginings of the nation to its fractured political fault lines, the ideological predispositions of the writers often pointing to an asymmetrically constituted India. A major intervention on how postcolonial India is written about and imagined in the anglophone world, this book will be of great interest to scholars and researchers of cultural studies, literature, history, and South Asian studies. It will also be of interest to general readers with an inclination towards India and Indian writing.

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## THE NEW MARKETING

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### HOW TO WIN IN THE DIGITAL AGE

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*SAGE* In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of *The Social Employee*, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. *The New Marketing*, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

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### LAST MAN IN TOWER

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*Bond Street Books* The magnificent new novel from the million-selling Booker Prize-winning author of *The White Tiger*: one of the most eagerly anticipated literary novels of 2011--"a kaleidoscopic portrait of a changing Mumbai." — *Guardian* (Best Books of 2011) Ask any Bombaywallah about Vishram Society--Tower A of the Vishram Co-operative Housing Society--and you will be told that it is unimpeachably pucca. Despite its location close to the airport, under the flight path of 747s and bordered by slums, it has been pucca for some fifty years. But Bombay has changed in half a century--not least its name--and the world in which Tower A was first built is giving way to a new city; a Mumbai of

development and new money; of wealthy Indians returning with fortunes made abroad. When real estate developer Dharmen Shah offers to buy out the residents of Vishram Society, planning to use the site to build a luxury apartment complex, his offer is more than generous. Initially, though, not everyone wants to leave; many of the residents have lived in Vishram for years, and many of them are no longer young. But none can benefit from the offer unless all agree to sell. As tensions rise among the once civil neighbours, one by one those who oppose the offer give way to the majority, until only one man stands in Shah's way: Masterji, a retired schoolteacher, once the most respected man in the building. Shah is a dangerous man to refuse, but as the demolition deadline looms, Masterji's neighbours--friends who have become enemies, acquaintances turned co-conspirators--may stop at nothing to score their payday. A suspense-filled story of money and power, luxury and deprivation, and a rich tapestry peopled by unforgettable characters, not least of which is Bombay itself, *Last Man in Tower* opens up the hearts and minds of the inhabitants of a great city--ordinary people pushed to their limits in a place that knows none. This eBook edition includes a Reading Group Guide.

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## **IMAGINING INDIA & BIDEAS FOR THE NEW CENTURY**

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### **GOOD VALUE**

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### **REFLECTIONS ON MONEY, MORALITY AND AN UNCERTAIN WORLD**

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*Open Road + Grove/Atlantic* Can one be both an ethical person and an effective businessperson? Stephen Green, an ordained priest and the chairman of HSBC, thinks so. In *Good Value*, Green retraces the history of the global economy and its financial systems, and shows that while the marketplace has delivered huge advantages to humanity, it has also abandoned over a billion people to extreme poverty, encouraged overconsumption and debt, and ravaged the environment. How do we reconcile the demands of capitalism with both the common good and our own spiritual and psychological needs as individuals? To answer that, and some of the most vexing questions of our age, Green takes us on a lively and erudite journey through history, looking for lessons in the work of economists and philosophers, businessmen and poets, theologians and novelists, playwrights and political scientists. An essential business book by a man who is uniquely qualified to write it, *Good Value* is a timely and persuasive analysis of the most pressing financial and moral questions we face.

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## **SOUTH-SOUTH COLLABORATION IN HEALTH BIOTECHNOLOGY**

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### **GROWING PARTNERSHIPS AMONGST DEVELOPING COUNTRIES**

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*IDRC* This book presents a detailed portrait of the contours of South-South collaboration in the health biotechnology sector. In particular, it casts revealing light on the factors that guide effective scientific partnerships and exchanges. The key findings indicate that the level of South-South collaboration among researchers in health biotechnology remains low but is slowly increasing and that entrepreneurial collaboration seems to be more prevalent. Collaboration has helped to extend capacity in health biotechnology research, manufacturing, and innovation to an increasing number of developing countries.

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### **STILLBORN**

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#### **A MEDICAL THRILLER**

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*Penguin Books India* The Foetus Was Suspended In A Wide-Mouthed Dusty Glass Bottle With An Aluminium Seal... Neglected, Vulnerable, Ashamed. A Dead Human Being... Stillborn. Recovering In A Bangalore Hospital From A Road Accident, Poorva Pandit, A Journalist, Overhears A Bizarre Story About A Contraceptive Vaccine Research, Unwanted Pregnancies And A Missing Malformed Foetus. In Mr Hills Near Bangalore, Anshul Hiremath, Returned Nri And Doctor, Has Set Up A Research Centre To Test The Efficacy Of His New Vaccine For Contraception. But Word Soon Leaks Out That Some Of The Tribal Women On Whom The Vaccine Was Being Tested, Have Become Pregnant, And One Of Them Has Delivered A Deformed Stillborn Baby. Even More Strangely, The Foetus Disappears From The Lab And Turns Up Mysteriously At An Ngo Camp Nearby. Following The Trail For A Story To Break Out Of Her Ennui, Poorva Begins To Uncover A Chain Of Incredible Links. She Realizes That Anshul Is Just One Of The Players In This International Game Where Scientists And Researchers Are Playing For Incredibly High Stakes And Will Stop At Nothing To Be The First To Produce The Ultimate Contraceptive. Brilliantly Researched, The Story Moves Through Bangalore With Its Booming Pharmaceutical Industry, To The Tribal Settlements In Mr Hills And, Finally, To The Rarefied World Of Medical Research In New York. Drawing On The Latest Developments In The Field Of Immuno-Contraception As Well As The Imminent Adherence Of India To The Gatt Agreement And Changing Patent Laws, Rohini Nilekani S First Novel Is A Nail-Biting, Unputdownable, Racy Thriller.

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## **BANGALORE TIGER**

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### **HOW INDIAN TECH UPSTART WIPRO IS REWRITING THE RULES OF GLOBAL COMPETITION**

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*McGraw-Hill* **Of all the tech tigers in India, Wipro is one of a handful that stands out from the pack. In the past five years, it has become one of the most accomplished tech services providers in the world. Wipro is known to go above and beyond to make customers happy--a move that's paid off handsomely. From the story of Wipro's transformation and its impact on the tech services industry and the rules of global competition, journalist Hamm mines a treasure of business lessons. He also provides a rare glimpse into the mind of Wipro's charismatic leader, Azim Premji, one of the first business leaders in India to decree that his company would not pay bribes. You'll see how his adoption of world-class business processes helped Wipro thrive--and how Wipro is helping to fulfill his dream of a better educated, more prosperous India.--From publisher description.**

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## **REIMAGINING INDIA**

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### **UNLOCKING THE POTENTIAL OF ASIA'S NEXT SUPERPOWER**

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*Simon and Schuster* **"From the world's premier management consultancy McKinsey & Company, a comprehensive collection of essays by the brightest experts on what the new global elite needs to know about modern India"--**

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### **RACE FOR TOMORROW: SURVIVAL, INNOVATION AND PROFIT ON THE FRONT LINES OF THE CLIMATE CRISIS**

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*HarperCollins UK* **As heard on BBC Radio 4's Start the Week with Andrew Marr One of the Financial Times' best books of 2021 One of Geographical magazine's top ten books of 2021**

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## **THE NINE-CHAMBERED HEART: FREE SAMPLER**

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*HarperCollins UK* **From the winner of the Sahitya Akademi Young Writer Award and the Crossword Book Award for Fiction Shortlisted for The Hindu Prize for Literature 2015 'Explores with sharp beauty the mystery at the centre of loving anyone' Sophie Mackintosh, author of The Water Cure**

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## **NANDAN NILEKANI: BRAND AMBASSADOR OF THE INDIAN IT INDUSTRY**

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*Diamond Pocket Books Pvt Ltd* Nandan Nilekani's journey with Infosys began in 1978, even before Infosys was formed, when he joined Patni Computers after graduating from IIT Bombay and began working under N.R. Narayana Murthy. Three years later, on July 2, 1981, Infosys was born under the leadership of Murthy and the other co-founders-S. Gopalakrishnan, K. Dinesh, NS Raghavan, NM Nilekani and SD Shibulal. Murthy had borrowed Rs. 10,000 from his spouse. The team worked hard to build Infosys through the 1980s and 1990s. Infosys has its head office at Bangalore. It specializes in IT and BPO services. It provides such services around the world over and has strength of 58,000 employees. It has an annual revenue of \$2 billion and market capitalization of \$21 billion. Nandan Nilekani co-founded Infosys along with Narayana Murthy since its inception in 1981. He has held several posts in the organization until he was appointed CEO in March, 2002.

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## **IN SEARCH OF SITA**

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## **REVISITING MYTHOLOGY**

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*Penguin UK* Sita is one of the defining figures of Indian womanhood, yet there is no single version of her story. Different accounts coexist in myth, literature and folktale. Canonical texts deify Sita while regional variations humanize her. Folk songs and ballads connect her timeless predicament to the daily lives of rural women. Modern-day women continue to see themselves reflected in films, serials and soap operas based on Sita's narrative. Sacrifice, self denial and unquestioning loyalty are some of the ideals associated with popular perceptions of Sita. But the Janaki who symbolized strength, who could lift Shiva's mighty bow, who courageously chose to accompany Rama into exile and who refused to follow him back after a second trial, is often forgotten. However she is remembered, revered or written about, Sita continues to exert a powerful influence on the collective Indian psyche. *In Search of Sita* presents essays, conversations and commentaries that explore different aspects of her life. It revisits mythology, reopening the debate on her birth, her days in exile, her abduction, the test by fire, the birth of her sons and, finally, her return to the earth—offering fresh interpretations of this enigmatic figure and her indelible impact on our everyday lives.

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## THE EMBASSY OF CAMBODIA

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*Penguin Books Limited* **A rare and brilliant story from Zadie Smith, taking us deep into the life of a young woman, Fatou, domestic servant to the Derawals and escapee from one set of hardships to another. Beginning and ending outside the Embassy of Cambodia, which happens to be located in Willesden, NW London, Zadie Smith's absorbing, moving and wryly observed story suggests how the apparently small things in an ordinary life always raise larger, more extraordinary questions. 'It's scale is superficially small, but its range is lightly immense; in the first couple of pages, the world from Ghana to London to Cambodia enters. It is a fiction of consequences both global and heartrenchingly intimate. This voice is global, plural and local, with a delicate grip on historic consequences..... Works on an awesomely global scale, and the relations of slavery and mastership are traced in both personal and international scale.'** Philip Hensher, *The Guardian* 'Reading it is a bit like having a starter in a restaurant that is so good you wish you had ordered a big portion as a main course, only to realise, as you finish it, that it was exactly the right amount.' 'A perfect stocking-filler of a book that shows that short-form fiction can be as vibrant and as healthy as any densely realised full-length novel.' Louise Doughty, *The Observer* 'Smith serves up a smasher.' Leyla Sanai, *The Independent On Sunday*

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## FORTIFY YOUR SALES FORCE

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### LEADING AND TRAINING EXCEPTIONAL TEAMS

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*John Wiley & Sons* **How can organizations provide the right sales training to the right sales people at the right time? This book is filled with a diverse collection of case studies from top companies and provides a practical road map and the proven tools for organizations that want to implement a winning sales training program. The book offers helpful techniques and tips on how to successfully execute sales training with limited resources and cut budgets. It provides how-to guidelines for successful sales training in a down economy. It is written by 13 experts who have experience selling and have managed sales people. The contributors have combined experience of improving sales performance of over 120 years. The book contributors are Bob Rickert, Jim Graham, Teresa Hiatt, Michael Rockelmann, Maris Edelson, Susan Onaitis, Susanne Conrad, Rick Wills, Ken Phillips, Trish Uhl, Gary Summy, Lanie Jordan, and Renie McClay.**

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## **THE DRAGON IN THE LAND OF SNOWS**

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### **A HISTORY OF MODERN TIBET SINCE 1947**

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*Columbia University Press* Provides a history of modern Tibet from 1947, providing Chinese and Tibetan versions of events in many cases and critiquing Tibets's leadership strategy as well as China's

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## **BHARAT**

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### **GANDHI KE BAAD (HINDI EDITION)**

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*Penguin UK* **Bharat, Gandhi Ke Bad** is the Hindi translated edition of *India After Gandhi*, which documents the important events and happenings that occurred after India attained independence from British rule in 1947. Generally most the history textbooks on India cover events that from pre-historic times till the country gained independence from foreign rule, but this one takes the reader into the reality that lies hidden in the recent times. This was the era that has witnessed laying of the foundation of Indian democracy, where the fledging nation has survived several brutal attacks in the name of religion, caste, class and language. Historian Ramachandra Guha digs out a lot of facts and figures to explain the struggle and pain that the world's largest democracy has suffered after independence. He has also mentioned much details about some major protests and conflicts that haunted India after the British administrators left the country. Besides the negative turn of historical events, the book also records many of the accomplishments that the nation has made which does make every Indian proud. Even after having faced numerous terror attacks, conflicts and controversial issues, the republic of India has survived and remains united post-independence. The book presents some famous personalities in a very different light, when describing their personal and their political lives. Moreover, Guha also does mentions some lesser-known personalities from among tribals, workers and peasants who have played a major role in making India what it is today. The book is a result of extensive research and the lucid narration makes it an interesting to read that is easy to understand and relate to. Translator Sushant Jha has maintained the original crux of the text in this translated edition and has not attempted to overshadow what the author has actually explained in the original English version. *India After Gandhi*, the English version was picked as the *Book of the Year* by *Outlook* and *The Economist* and it went onto win the 2011 *Sahitya Akademi Award*. Following the popularity of this book, the author wrote a second volume, which also has a translated called *Bharat: Nehru Ke Baad*.

**About the author: Columnist, commentator and writer, Ramachandra Gua, born in 1958, is one of India's best historians who has documented recent history. Born and brought up in Dehradun, Gua, a graduate from Delhi University and IIM Calcutta has also taught at Yale, Stanford and University of California. Among the famous books that Gua has written are: India after Gandhi, The States of Indian Cricket and This Fissured Land: An Ecological History of India.**