

to the jewellery brand Tanishq; and Tata Finance, which survived several tribulations, TATAlog, written by a Tata insider, reveals the DNA of every TATA enterprise—a combination of being pioneering, purposive, principled and 'not perfect'.

Entrepreneurs Who Changed History

Executive Response to Market Challenges

WHY IS TATA IN THE ICU?

The Romance of Tata Steel

JRD Tata

The man who made Tata Group one of the most prestigious and successful industrial groups in India, Jehangir Ratanji Dadabhoi Tata, better known as J.R.D.Tata, was a fearless aviator and a visionary ahead of his times. He lived within his means as a common man with no extra expense on luxury. Under his astute leadership and direction the Tata Group expanded into newer horizons and became one of India's most trusted brands. His never ending endeavors to make the world a better place earned him several prestigious awards. He played a very active role in making the Indian society better.

Whether titans of industry, influential business leaders, or creators of history's most recognizable brands, these entrepreneurs had the vision, innovation, and ruthless determination to make their marks on our society in indelible ways.

Boldly illustrated and comprehensive in its scope and depth, Entrepreneurs Who Changed History profiles more than 90 industry leaders across the world and throughout the ages - from the enterprising bankers of the medieval world and the merchants of an empire to the titans of industry and the geniuses of Silicon Valley. Combining accessible text with specially-commissioned illustrated portraits in a range of bold artwork styles, photographs, and infographics, entries showcase each individual in a fresh, visual way. The towering personalities behind some of history's most recognizable brands and companies - their ruthlessness, tenacity, creativity, and sheer grit - are all brought to vivid life. Profiling the kings and queens of commerce and trade, Entrepreneurs Who Changed History features the familiar faces of Vanderbilt and Rockefeller, Ford and Ferrari, Gates and Zuckerberg, alongside lesser-known figures such as the enterprising women of colonial America, the emancipated enslaved people who became millionaires against all odds, and the individuals powering today's emerging economies.

Amit writes a riveting history of the Tata group and captures the sense of nostalgia associated with JRD Tata and the early industrial efforts. Importantly, Amit takes a contrarian view of the carefully cultivated image of the group, it's inflexion points and the family. Sampath "Sam" Iyengar PE Investor, Advisor & Former Global CEO The difference between an "Entrepreneur" and an "Investor" became more distinct to me after i read this book. While most Investors judge a company by its "data" an entrepreneur will mine that data, and Amit has done in his own unique and through manner, which I must say is very engaging and an eye opener.This book by Amit is has insights and revelations about the most trusted companies we have known in India. Pravin Malkani Architect and Entrepreneur, Mumbai A frank voice that opines in a no-holds-barred manner, he plays not only the single role of an author, but also that of part historian, part observer, part journalist, and part critic. Loaded with data, figures, graphs, and photographs, this quick handy guide about the Tatas is a researched compendium replete with analysis and commentary. Preeyam Budhia President - Business Development, Patton Group OK Tata is another example of what Amit does best - challenging perspectives. The book doesn't force its ideas on the reader, it rather keeps it open and lets the reader draw their conclusions. It has a bold take on Mr. Ratan Tata and the legacy surrounding him. Pick it up and you are guaranteed a roller coaster ride into the world of Tatas even though you may not agree with it all. Amit - you have done it again.

Yeshaswi Ramaswamy Human Resources Professional

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

Inspirational Stories from the Cricket Dressing Room to the Corporate Boardroom

Pitch It!

Letters J.R.D. Tata

The Wit & Wisdom of Ratan Tata

The Global Corporation That Built Indian Capitalism

Contributed articles on the development of India.

Born in Paris in July 1904, Jehangir Ratanji Dadabhoi Tata was the second child of Ratanji Dadabhoi Tata and his French wife Sooni. His childhood was spent in different countries and he schooled in Paris, Mumbai and Yokohama. A joyride on a plane sparke

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 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.

The ebook edition of this title is Open Access, thanks to Knowledge Unlatched funding, and freely available to read online. The book extends the discussion on human dignity to its practical applications, maps out strategic approaches for responding to turbulent markets, and drills moral skills for taming current turbulent markets.

Tatalog

The Creation of Wealth

J. R. D. TATA

Parsis

A reputed national airline, world-renowned scientific and medical institutions, an industrial empire catering to a nation's needs from tea to trucks and from cosmetics to common salt, how did he achieve so much? With hard work, humility and value for tradition but also with an overwhelming desire for progress. Moreover, his spirit of adventure soared higher than the planes he so skilfully piloted.

Astrological Biographies

Top Inspiring Thoughts of J. R. D. TATA

The Greatest Company in the World?

The Story of JRD Tata who Opened Up Skies for His Country

Entrepreneurship Management (Text and Cases)