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'Go, kiss the world' were Subroto Bagchi's blind mother's last words to him. These words became the guiding principle of his life. Subroto Bagchi grew up amidst what he calls the 'material simplicity' of rural and small-town Orissa, imbibing from his family a sense of contentment, constant wonder, connectedness to a larger whole and learning from unusual sources. From humble beginnings, he went on to achieve extraordinary professional

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success, eventually co-founding MindTree, one of India's most admired software services companies. Through personal anecdotes and simple words of wisdom, Subroto Bagchi brings to the young professional lessons in working and living, energizing ordinary people to lead extraordinary lives. Go Kiss the World will be an inspiration to 'young India', and to those who come from small-town India, urging them to recognize and develop their inner strengths, thereby helping them realize their own, unique

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potential.

No one is better equipped than psychiatrist Robert Jay Lifton-a leading scholar of thought control and mass violence- to make sense of the extreme moment. From Hiroshima survivors to Nazi doctors, from Vietnam veterans to the cult that sarin-gassed the Tokyo subways, he has explained to us global apocalyptic urges, the ravages of psychic numbness, and the psychology of the survivor. Now, as al- Qaeda's desire to purify the earth of "evil" meets the unilateral urge to

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dominate the globe's sole superpower, Lifton believes we have arrived at a remarkably perilous moment. The United States-from its leaders to much of its people-feels itself painfully vulnerable and thinks of itself as a survivor nation. The combination of such feelings roiling through the land over the last year and an administration with unprecedented military power bent on dominating and purifying the earth adds up to an intensely dangerous atmosphere-in fact, a "syndrome." Unfortunately, there is no therapy

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available for empires-or rather, the only therapy available is self-prescribed. But while Lifton can't be therapist to the earth's last superpower, he can bring together a half century of wisdom and apply it to Superpower Syndrome.

Can technology and human beings coexist in a mutually beneficial way? In this groundbreaking book, N. Chandrasekaran, chairman of Tata Sons, the holding company and promoter of more than 100 Tata operating companies, presents a radical reimagining of the future of technology and reveals

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how it has the potential to solve the world's biggest challenges. He imagines 2030- India is among the world's top three economies, with all Indians using advanced technology to do their job or get their job done, and having access to quality jobs, better healthcare and skill-based education. And he says- this reality is possible. It is within reach. With Bridgital. To the coming disruption of artificial intelligence, he proposes an ingenious solution- to use it as an aid. Instead of taking jobs away, AI can

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generate them. Instead of replacing workers, AI will assist them.

Chandrasekaran and his co-author, Roopa Purushothaman, chief economist of the Tata Group, show how the Bridgital model can address our divide between rich and poor, skilled and unskilled, and can provide better service delivery in health, transport, law and education. It could create and impact millions of jobs around the world. One of the country's foremost industry leaders and pioneers, N. Chandrasekaran brings his expertise of

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over thirty years with the Tata Group to offer India as a blueprint for building a prosperous planet where digital and physical worlds work together and everyone is included in the growth story. It's a powerful vision for the future. Foreword by Ratan N. Tata

As a motivational trainer & networking specialist, I interacted with many directors and top leaders of leading network marketing companies. More than 1 million networkers participated in my seminars. After working hard for years, I

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could understand, why one person succeeds in this system and why another fails? Why one company survives and reaches the top while an other company has to shut doors? Now I am confident that this is not an easy earning system, neither a shortcut to attain wealth. This system demands hard work and devotion. I personally believe that it.

THE ETERNAL TRUTH ABOUT LEADERSHIP

"Nations are made or marred by the calibre and moral character of their leaders. Here is a timely book, which tells the world

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how to re-establish leadership inspired by idealism." – V.K. Narasimhan, Former Chief Editor, Indian Express "The author's uncomplicated directness and crisp examples capture the imagination and curiosity of the most seasoned executives as well as young sceptics. The book delivers a passion for leadership through the lens of conceptual clarity. Excellent reading for leaders and those who want to be." – Wayne L. Strom, Ph.D., Professor of Behavioral Science, School of Business And Management, Pepperdine University,

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California "Corporate planners, government policy makers and those who want to contribute to society and the world in any way can derive immense insight, intuition and imagination from this book." – Bala.

V. Balachandran, Ph.D., J. L. Kellogg
Distinguished Professor, J. L. Kellogg
Graduate School Of Management,

Northwestern University, Chicago "This book can help to integrate and revitalise the American society for its world leadership role." – Dr. William M. Harvey
– USA "On behalf of the Director-General

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of UNESCO, I acknowledge receipt of Mahavakya on Leadership. We appreciate the book as a useful resource material which will inspire UNESCO's activities on education for peace, human rights, democracy, international understanding." –
Andri Isaksson, 29th November, 1995

A Novel

Bonded by Darkness

Bridgital Nation

The Art of Thinking Clearly

The Professional Companion

Executive Presence

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The Secret of Leadership

Originally written in Marathi, [Ayurveda Garbha Sanskar] is a book that serves as a guide to a couple who are looking to start a family, starting out by getting pregnant, giving birth to a healthy child and nurturing the little one. The book comprehensively provides people everything that a person wants to know about conceiving, pregnancy and delivery to nurturing the little one for up to 2 years of age. Not simply a book laden with known-lectures, rather this book can be seen as an elaboration of various ancient Ayurvedic practices that leads to the complete well-being of the mother and child's physical, spiritual and

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psychological health. It also advises on the traditional herb mixes, yoga, music and mantras that the new-mothers or the mothers-to-be may find helpful. Besides, this book also charts a nutritious Ayurvedic diet-plan for the couples to detoxify their bodies and be healthy in the right sense of the term. Once a mother conceives, she must be able to nourish and condition the little one in her womb. Likewise, this book also provides a month-by-month nutrition plan that helps in proper nourishment of the baby. Yoga and full-body herbal oil massages during pregnancy are also recommended for the mothers-to-be along with a list of health tonics prescribed in this book.

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In order to reach out to more people worldwide, this book has been translated in English, and is available in hardcover.

□Awakening Your Ikigai is really quite a delightful look at sometimes mystifying Japanese traditions.□□The New York Times Book Review Introducing IKIGAI: find your passions and live with joy Ikigai is a Japanese phenomenon commonly understood as □your reason to get up in the morning.□ Ikigai can be small moments: the morning air, a cup of coffee, a compliment. It can also be deep convictions: a fulfilling job, lasting friendships, balanced health. Whether big or small, your ikigai is the

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path to success and happiness in your own life. Author Ken Mogi introduces five pillars of ikigai to help you make the most of each day and become your most authentic self: 1. starting small □ focus on the details 2. releasing yourself □ accept who you are 3. harmony and sustainability □ rely on others 4. the joy of little things □ appreciate sensory pleasure 5. being in the here and now □ find your flow. Weaving together insights from Japanese history, philosophy, and modern culture, plus stories from renowned sushi chef Jiro Ono, anime filmmaker Hayao Miyazaki, and others, Mogi skillfully shows the way to awaken your ikigai.

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An inspiration to a generation of entrepreneurs, Subroto Bagchi considers himself a career salesman, of products, services and ideas. In his new book, *Sell*, Bagchi presents the concepts of selling and salesmanship from his unique perspective. Through stories and anecdotes drawn from his repertoire of experiences, extensive reading and the careers of ace professionals he has encountered in his life, Bagchi touches on each stage of the traditional selling process and elaborates on the skills, tools and nuances that he believes can take the profession to the realm of art ? and sometimes even wizardry. Dip into this book to get insights into: ? How knowing about the life-cycle of the

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coho salmon will help you prospect better; ?
Distinguishing real customers with purchasing power from time-wasters who will merely give you the runaround; ? How creating a playbook well in advance can guarantee you a sale; ? The transformational effect of believing in the value of your product and how you can bring your customer around to share your vision; ? Why the power of persuasion ranks higher than the power to convince, and why persistence tends to become meaningless after a point. Marked by Bagchi's characteristic wisdom and practicality, *Sell* is a rich, illuminating and contemporary treatise on salesmanship

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that dispels a narrow view of the act of selling and redefines it as a skill every professional needs to succeed in their career.

Modern business has changed forever, becoming more customer-centric, and we need clear road-maps to navigate this world. Customer experience-or CX-is every interaction a customer has with your business. It's neither the product nor the service-it's a combination of both.

Murali Balaraman has over twenty-five years of experience in multiple roles, as a banker, as part of the IT industry and as a management consultant and adviser, interacting with global leadership across five continents.

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Customer to Human weaves together the learnings he has drawn from the industry, ranging from Fortune 500 companies to tiny neighbourhood businesses. In this anecdotal account of successes and failures in CX, it becomes clear that customers are the most important part of any business structure. With over 150 individual, easy-to-read and diverse case studies, it presents a revolutionary approach to CX and the individual customer journey. The book provides a practitioner's point of view, with actionable suggestions and pragmatic concepts that will come in handy no matter what part of the business you work in.

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“Nobody has done more harm to me . . . than Jawaharlal Nehru,” wrote Subhas Chandra Bose in 1939. Had relations between the two great nationalist leaders soured to the extent that Bose had begun to view Nehru as his enemy? But then, why did he name one of the regiments of the Indian National Army after Jawaharlal? And what prompted Nehru to weep when he heard of Bose’s untimely death in 1945, and to recount soon after, “I used to treat him as my younger brother”? Rudrangshu Mukherjee’s fascinating book traces the contours of a friendship that did not quite blossom as political ideologies diverged, and delineates the shadow that fell

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between them—for, Gandhi saw Nehru as his chosen heir and Bose as a prodigal son.

One Night at the Call Center

A BETTER INDIA A BETTER WORLD

Awakening Your Ikigai

The Emami Way

Superpower Syndrome

The Celestine Prophecy

Why Network Marketing

Press 1 for technical support. Press 2 for broken hearts.

Press 3 if your life has totally crashed. . . . Six friends work nights at a call center in India, providing technical support

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for a major U.S. appliance corporation. Skilled in patience-and accent management-they help American consumers keep their lives running. Yet behind the headsets, everybody's heart is on the line. Shyam (Sam to his callers) has lost his self-confidence after being dumped by the girl who just so happens to be sitting next to him. Priyanka's domineering mother has arranged for her daughter's upscale marriage to an Indian man in Seattle. Esha longs to be a model but discovers it's a horizontal romp to the runway. Lost, dissatisfied Vroom has high ideals, but compromises them by talking on the phone to idiots each night. Traditional Radhika has just found out that her husband is sleeping with his secretary. And Military Uncle (nobody knows his real name) sits alone

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working the online chat. They all try to make it through their shifts—and maintain their sanity—under the eagle eye of a boss whose ego rivals his incompetence. But tonight is no ordinary night. Tonight is Thanksgiving in America: Appliances are going haywire, and the phones are ringing off their hooks. Then one call, from one very special caller, changes everything. Chetan Bhagat's delicious romantic comedy takes us inside the world of the international call center, where cultural cross-wires come together with perfect pathos, hilarity, and spice.

“Reilly's profound message will lead you and me and everyone to richer lives.” —Geoff Colvin, author of *Talent Is Overrated* James Marshall Reilly set out to capture the insights of today's brightest business and nonprofit

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leaders. He conducted in-depth interviews with Tony Hsieh (Zappos), Blake Mycoskie (TOMS), Shawn Fanning (Napster, Rupture, Path), and Jessica Jackley (Kiva, ProFounder), among many others. And he learned that despite their different fields, they're all using similar tools to seize opportunities and redefine success. The role models in Shake the World define themselves not by money and title but by fulfillment and happiness. This book will light your path to greatness if you too want to shake the world.

Leonardo, a happy twenty-one-year old living in the Indian city of Cochin, is engulfed in darkness when hidden secrets from the past see light. He moves to Mumbai to get away from it all, where he befriends a young boy at an

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underground fight club and a beautiful woman living next door to him. When the boy is kidnapped by a Ukrainian mobster and the woman is attacked by a businessman, Leo decides to take it upon himself to hunt down these criminals. In Leo's attempt to fund his undercover operations, he recruits his friends—who, like him, are reborn in the fires of adversity—to rob the Royal Global Bank, Mumbai. As a result, he ends up even deeper in the dark world of criminals. Is everything what it appears to be? Once bonded by darkness, are they destined to live forever in the shadows? Pick up this scintillating read and find out...

The earthly King Pururavas rescues the celestial nymph Urvashi from a demon, and thus begins a love story that

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brings heaven and earth together. The lovers must overcome a range of obstacles, including a heavenly curse and a magical transformation before they can be together. A magnificent drama based on an episode from the Rig Veda, Vikramovarshiyam is filled with dramatic turns of event, music and dance. The scenes, characters and dialogues are at once lively and dramatic as well as sensitive and speculative. Believed to be the second of Kalidasa's three plays, it is a treat for the senses.

The Captainship is a collection of first-person narratives of nine first-generation Indian entrepreneurs, among India's most respected for their value-based approach to organization building. The purpose of this collection is to share the journeys of the entrepreneurs as ordinary youths,

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with all the normal joys and insecurities of childhood and adolescence. The title *The Captainship* is inspired by the famous line from William Ernest Henley's poem 'Invictus': 'I am the master of my fate: I am the captain of my soul.' Illustrated by Anitha Balachandran. Edited by Anya Gupta. The Captains include Ashish Gupta (Junglee/Helion), Sanjeev Aggarwal (Daksh/Helion), Sanjeev Bikhchandani (Naukri), Subroto Bagchi (Mindtree), Zia Mody (AZB), Ashish Dhawan (ChrysCapital), Vijay Sharma (One97), Satya Narayanan (CareerLauncher), and Girish Batra (NetAmbit).

The Triumph of Cooperation Over Self-interest
India After Gandhi: The History of the World's Largest Democracy

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How the Japanese Wake Up to Joy and Purpose Every Day
Parallel Lives

Quest for Urvashi

Defining the New Standard of Excellence at Work

Sell

People lament over the concept of mastery over Network Marketing on reaching the pinnacles of success. For, the field has immense scope in mobilizing the professionals for professional competence in various fields. They are virtually unaware of the end product, endorsing the ace professional to become the billionaire. Keep abreast of yourself with techniques. Qualify yourself to become the ace in designing the strategies of Network Marketing. You could be the successful billionaire behind the scene... The renowned

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human nature expert and a post-graduate in Commerce from Delhi University, Surya Sinha is an internationally established brand in the realm of human training & source of inspiration. He is a well known name now after delivering his inspirational lectures in Delhi, Mumbai, Banglore and Kolkata in academic institutions, commercial Outfits and Leadership Development Programmes. His books on the related subjects have become bestsellers. He also has more than 1 00 articles in the prestigious domestic and international publications to his credit. Not only this, his audio cassettes are also immensely popular. Some of his popular books are 'A Guide to Network Marketing', 'Kaise Payein Safalata Networking Marketing Mein', 'Jeevan Ke Prerak', 'Aapni Yaddassat Kaise Badhayein', 'The Art of

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Dealing People' Lok Vayavhar', 'Chubete Vichar', 'Aao Bane Safal Vakta' etc. Surya Sinha is also actively involved in social causes like Blood Donation Camps, Children Awareness Camps, Free Meditation Camps, Training Camps, Senior Citizens Welfare Croups etc. Media has taken a serious note of Surya Sinha as reflected in his numerous interviews on TV and in print.

Billions have died in the thousands of years since human beings first developed language, but we do not have a single credible account of the subjective experience of dying and the afterlife. This is why death continues to be an immense mystery and a subject of eternal fascination. In Death and Dying, scholars and intellectuals illumine the major issues raised by the inevitable ending to life. The

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range is wide: from the dread that accompanies all notions of mortality to the objective evidence for the existence of an afterlife; from an exploration of the spiritual dimensions of mourning to analyses of how death was perceived and interpreted by geniuses like John Keats, Rabindranath Tagore and Carl Jung. Utterly compelling, these essays prompt us to question our fears and notions of death while enabling us to perceive this phenomenon with greater understanding and intelligence.

From India's bestselling business books author, this exclusive ebook brings together two outstanding pieces by Subroto Bagchi, co-founder and presently Chairman, Mindtree, and bestselling author of business books in India. In 'The Idea of Leadership', he draws upon examples from

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across industries and businesses to outline the essential qualities of a true leader, while in 'Our Search for Innovation' he gives a remarkably insightful account of the nature of innovation, and through lively, everyday instances highlights how innovation is a state of being, not something to be simply aspired to. Marked by Bagchi's trademark wit and wisdom, and enlightening at every turn, On Leadership and Innovation is a stimulating read. In a bonus chapter, readers will also get a glimpse into Bagchi's latest bestselling book, The Elephant Catchers, published by Hachette India in 2013.

Ramachandra Guha's India after Gandhi is a magisterial account of the pains, struggles, humiliations and glories of the world's largest and least likely democracy. A riveting

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chronicle of the often brutal conflicts that have rocked a giant nation, and of the extraordinary individuals and institutions who held it together, it established itself as a classic when it was first published in 2007. In the last decade, India has witnessed, among other things, two general elections; the fall of the Congress and the rise of Narendra Modi; a major anti-corruption movement; more violence against women, Dalits, and religious minorities; a wave of prosperity for some but the persistence of poverty for others; comparative peace in Nagaland but greater discontent in Kashmir than ever before. This tenth anniversary edition, updated and expanded, brings the narrative up to the present. Published to coincide with seventy years of the country's independence, this definitive

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history of modern India is the work of one of the world's finest scholars at the height of his powers.

Shital Kakkar Mehra, India's leading Executive Presence coach and bestselling author, has trained numerous CEOs and star performers over the last two decades. In this book, she has shared her proven POISE formula for success; tools to help you maximize your potential and fast-track your career to the coveted role of a CEO. Executive Presence is the mysterious 'it' factor in leadership. How do you present yourself? Are you assertive? Do you inspire confidence? How do you engage with stakeholders? Crack the code on Executive Presence with: Physical Presence: Refine body language skills. Online Presence: Build your global personal brand. Influencer Presence: Master executive maturity; learn

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to 'speak up'.Stage Presence: Inspire teams with effective public-speaking skills.Engagement Presence: Build strong and diverse networks

You Are Simply Perfect! a Mindfulness and Self-Awareness Guide for Tweens and Teens

The Teen Model Mystery

Dream with Your Eyes Open

Sai Baba's Mahavakya On Leadership

How to Make the Best of Your Workplace Skills

The Penguin and the Leviathan

IT CAN'T BE YOU

Highly Readable, Crisply Written&Inspirational
Reading For Any New Indian EntrepreneurFrontline

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Difficult Though Setting Up A Business Is, Becoming A High-Performance Entrepreneur Is Harder Still. And Yet, Of The Many Thousands Who Try, There Are Those Who Go On To Become Successful; Some Even Graduate To Setting Up Companies That Hold Their Own Against The Toughest Competition, Becoming Icons Of Achievement. In The High-Performance Entrepreneur, Subroto Bagchi, Co-Founder And Chief Operating Officer Of Mindtree Consulting, Draws Upon His Own Highly Successful Experience To Offer Guidance From The Idea Stage To The Ipo Level. This Includes How To Decide When One Is Ready To Launch An Enterprise, Selecting A

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Team, Defining The Values And Objectives Of The Company And Writing The Business Plan To Choosing The Right Investors, Managing Adversity And Building The Brand. Additionally, In An Especially Illuminating Chapter, Bagchi Recounts The Systems And Values Which Have Made Indian It Companies On A Par With The Best In The World. High-Performance Entrepreneurs Create Great Wealth, For Themselves As Well As For Others. They Provide Jobs, Crucial For An Expanding Workforce Such As India S, And Drive Innovation. In India As Elsewhere, Governments Have Become Much More Entrepreneur Friendly Than Ever Before And The

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Rewards Of Being A Successful Entrepreneur Are Many. More Than Just A Guide, This Is A Book That Will Tap The Entrepreneurial Energy Within You. The Tips Offered In The Book Can Make All Of Us, Businessmen And Employers, Better At Our JobsBusiness India [A] Wonderful Book Which Will Go A Long Way In Guiding Aspiring EntrepreneursSahara Times A Guiding Light To Budding EntrepreneursI.Times Of IndiaFree Press Journal

A self-help guide-cum-journal for self-exploration Jealousy. Bullying. Anger. Anxiety. Body image issues. Selfies and social media addiction . . . Are

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you grappling with any of these? Let's be honest, juggling school, extra classes, home, friendships and new relationships can be hard. It's difficult to find balance and really, really tough not to get affected by the 'happy' content we see online. But what is genuine happiness vis-à-vis short-term pleasure? Are we even looking for it in the right place? Written by a renowned psychologist, this beautifully illustrated book is divided into five parts that will help in easing the everyday anxieties. Learn to make friends with yourself, your body, mind and feelings, and how to deal with specific emotions and situations. You Are Simply Perfect! will equip you

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with life-changing tools to find contentment-in school and outside. Find your own quiet spaces inside this book with journal pages left for you to write and reflect. CREATE YOUR OWN POTION OF CALM · Guided step-by-step wisdom solutions · Empowering prompts and meditation practices · Interesting anecdotes · Plenty of mindfulness exercises to encourage self-reflection · A perfect gift and keepsake

From copying to bunking lectures, making friends to making girlfriends, college life is filled with questions that don't have textbook answers. Until now! For the first time in India comes a non-pakao

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book that gives students straight answers to nervous questions. From the author of *Kissing Ass: The Art of Office Politics* comes *Ghanta College: The Art of Topping College Life*—the ultimate college guide as you go from nervous fresher to confident graduate! With true college stories from celebrities and gyan in the form of *Professor's Tips*, *Topper's Secrets*, and *Nerd's Warnings*, if there's any book you even pretend to read during college, make it *Ghanta College*.

T.P. Anand has spent the past thirty years guiding, educating, inspiring, and mentoring youth. He has made it his passion to lead by example while

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encouraging younger generations to embrace their inner-gifts and protect their intelligence. Now he is intent on sharing his life lessons with the world with the hope that each will provoke thoughtful discussion. In a collection of various articles he has penned over the past six years, Anand explores diverse topics that provide insight on the key factors to achieving professional success, the important role of a housewife, the ways to transform thinking and attain results, why teachers play a vital part in each of our lives, the skills that we retain forever, the value of time, why expectations lead to disappointments, the difference between sacrifice

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and contribution, and why it is so imperative that the seven chakras within the body are aligned. Thought Provoking shares fifty-four articles that share a successful businessmans perspective on life and his methods to attaining personal and professional success in todays challenging world.

‘One of the best young writers of India’—Indian Express ‘One of the finest contemporary Malayalam writers’—Mint In a café by the seaside, two friends, Christy Andrapp and Jesintha, witness the murder of a young man. When Christy discovers that it was Senthil, his classmate from school, who had been shot, he tries to follow up on the investigation. But

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the police deny such a crime ever took place. The hospital to which Senthil's body was delivered insists he died of a heart attack. Christy begins to suspect a conspiracy. Was he caught in the middle of a giant cover-up? How was his powerful family connected with it? As the mystery deepens, the story moves back and forth between the archipelago of Diego Garcia and peninsular India, delving into the very heart of early Christianity in India. After the success and acclaim of *Goat Days*, Benjamin crafts a clever and absorbing crime-novel-within-a-novel that is dazzlingly inventive and hugely enjoyable.

Death and Dying

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Why INDIA is Best for NETWORK MARKETING

Nehru and Bose

Life Lessons for the Young Professional

Yellow Lights of Death

Shake the World

Thought Provoking

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

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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.

A world-class thinker counts the 100 ways in which humans behave irrationally, showing us what we can do to recognize and minimize these “thinking errors” to make better decisions and have a better life Despite

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the best of intentions, humans are notoriously bad—that is, irrational—when it comes to making decisions and assessing risks and tradeoffs.

Psychologists and neuroscientists refer to these distinctly human foibles, biases, and thinking traps as “cognitive errors.” Cognitive errors are systematic deviances from rationality, from optimized, logical, rational thinking and behavior. We make these errors all the time, in all sorts of situations, for problems big and small: whether to choose the apple or the cupcake; whether to keep retirement funds in the stock market when the Dow tanks, or whether to take

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the advice of a friend over a stranger. The “behavioral turn” in neuroscience and economics in the past twenty years has increased our understanding of how we think and how we make decisions. It shows how systematic errors mar our thinking and under which conditions our thought processes work best and worst. Evolutionary psychology delivers convincing theories about why our thinking is, in fact, marred. The neurosciences can pinpoint with increasing precision what exactly happens when we think clearly and when we don't. Drawing on this wide body of research, *The Art of Thinking Clearly* is an entertaining presentation

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of these known systematic thinking errors--offering guidance and insight into everything why you shouldn't accept a free drink to why you SHOULD walk out of a movie you don't like it to why it's so hard to predict the future to why shouldn't watch the news. The book is organized into 100 short chapters, each covering a single cognitive error, bias, or heuristic. Examples of these concepts include: Reciprocity, Confirmation Bias, The It-Gets-Better-Before-It-Gets-Worse Trap, and the Man-With-A-Hammer Tendency. In engaging prose and with real-world examples and anecdotes, *The Art of Thinking Clearly* helps solve the

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puzzle of human reasoning.

A manifesto on what it takes to be a true professional in the modern world. By common definition, a professional is anyone who possesses the skills and knowledge necessary for a career-whether as a surgeon, a software engineer, or a plumber. But according to Subroto Bagchi, our increasingly global marketplace demands more. In a world where the foolish, selfish, and unethical decisions of a few have affected the lives of millions, The Professional urges readers to act responsibly and reexamine "business as usual". By exploring a variety of professional

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dilemmas across many industries, Bagchi defines the qualities of true professionals and the attributes that separate them from the merely competent. These include: *Suffer no false attractions: It's always tempting to take the path of least resistance, but true professionals can separate the genuine from the phony. *Know when to say no: True professionals are not afraid to say no to things that are not worth their time, their energy, or their creativity. *Take the long view: True professionals understand that every action, decision, and relationship, no matter how small, can have a lasting impact.

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In *The Professional*, one of the biggest-selling business books ever to come out of India, Subroto Bagchi asked the key question: What does it mean to be a professional? In this workbook that is meant as a companion volume to *The Professional*, Bagchi takes you through simple exercises that allow you to evaluate how professional your approach is in a given situation, and help you develop a wider skill set and a more committed outlook. Full of real-life challenges and insightful information, *The Professional Companion* is your very own personalized guide to excelling in today's world.

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"From modest beginnings in Mumbai's Grant Road, surrounded by the energy and unbridled potential of a country always on the verge of greatness, Ronnie Screwvala is a first-generation entrepreneur. His early days, in front of the camera and on stage, inspired him to pioneer cable TV in India, and build one of the largest toothbrush manufacturing operations before starting UTV, a media and entertainment conglomerate spanning television, digital content, mobile, broadcasting, games and motion pictures, which he divested to The Walt Disney Company in 2012. Newsweek termed him the Jack Warner of

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India, Esquire rated him as one of the 75 Most Influential People of the 21st Century and Fortune as Asia's 25 Most Powerful. On to his second innings, Ronnie is driven by his interest in championing entrepreneurship in India, and is focused on building his next set of ground-up businesses in high growth and impact sectors. His more recent commitment to being a first mover in sports has made him lend his support to kabaddi and football. He is passionate about social welfare and, with his wife Zarina and through their Swades Foundation, has given single-minded focus to empowering one million lives in rural

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India every 5-6 years through a unique 360-degree model. He lives in Mumbai with Zarina and daughter Trishya."

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THE #1 BESTSELLING INTERNATIONAL PHENOMENON - NOW WITH A NEW PREFACE You have never read a book like this before--a book that comes along once in a lifetime to change lives forever. In the rain forests of Peru, an ancient manuscript has been discovered. Within its pages are 9 key insights into life itself -- insights each human being is predicted to grasp sequentially; one insight, then another, as we move toward a completely spiritual culture on Earth. Drawing on ancient wisdom, it tells you how to make connections among the events happening in your life right now and lets you see what is going to happen to you in the years to come. The story it tells is a gripping one of adventure and discovery, but it is also a guidebook that has the power to crystallize your perceptions of why you are where you are in life and to direct your steps with a new energy and optimism as you head

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into tomorrow. Praise for The Celestine Prophecy "A gripping adventure story filled with intrigue, suspense, and spiritual revelations." - Commonwealth Journal "A spiritual classic...a book to read and reread, to cherish, and to give to friends." - Joan Borysenko, PhD, author of Fire in the Soul "In his inimitable style of great storytelling, Redfield opens us up to a world of insight, inspiration, synchronicity, and power." - Deepak Chopra Bestselling author Prakash Iyer uses simple but powerful anecdotes and parables from all over the world to demonstrate what makes for effective personal and professional leadership. Iyer draws lessons from sources as diverse as his driver, a mother giraffe, Abraham Lincoln and footballers in the United Kingdom. He shows how an instinct to lead can be acquired even while flipping burgers at a fast-food chain. All of these stories come together in an explosive

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cocktail to unleash your inner leader.

A Wall Street Journal Bestseller Your personal goals need a long-term strategy. It's no secret that we're pushed to the limit. Today's professionals feel rushed, overwhelmed, and perennially behind. So we keep our heads down, focused on the next thing, and the next, without a moment to breathe. How can we break out of this endless cycle and create the kind of interesting, meaningful lives we all seek? Just as CEOs who optimize for quarterly profits often fail to make the strategic investments necessary for long-term growth, the same is true in our own personal and professional lives. We need to reorient ourselves to see the big picture so we can tap into the power of small changes that, made today, will have an enormous and disproportionate impact on our future success. We need to start playing The Long Game. As top business thinker and Duke

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University professor Dorie Clark explains, we all know intellectually that lasting success takes persistence and effort. And yet so much of the relentless pressure in our culture pushes us toward doing what's easy, what's guaranteed, or what looks glamorous in the moment. In *The Long Game*, she argues for a different path. It's about doing small things over time to achieve our goals—and being willing to keep at them, even when they seem pointless, boring, or hard. In *The Long Game*, Clark shares unique principles and frameworks you can apply to your specific situation, as well as vivid stories from her own career and other professionals' experiences. Everyone is allotted the same twenty-four hours—but with the right strategies, you can leverage those hours in more efficient and powerful ways than you ever imagined. It's never an overnight process, but the long-term payoff is immense: to finally break out of the frenetic day-

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to-day routine and transform your life and your career.

Visit the website for A Better India; A Better World; here. With one of the highest GDP growth rates in the world and an array of recent achievements in technology; industry and entrepreneurship; India strides confidently towards the future. But; in the world ' s largest democracy; not everyone is equally fortunate. More than 300 million Indians are still prey to hunger; illiteracy and disease; and 51 per cent of India ' s children are still undernourished. What will it take for India to bridge this great divide? When will the fruits of development reach the poorest of the poor; and wipe the tears from the eyes of every man; woman and child; as Mahatma Gandhi had dreamt? And how should this; our greatest challenge ever; be negotiated? In this extraordinarily inspiring and visionary book; N.R. Narayana Murthy; who pioneered; designed and executed the

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Global Delivery Model that has become the cornerstone of India ' s success in information technology services outsourcing; shows us that a society working for the greatest welfare of the greatest number—samasta jananam sukhino bhavantu—must focus on two simple things: values and good leadership. Drawing on the remarkable Infosys story and the lessons learnt from the two decades of post-reform India; Narayana Murthy lays down the ground rules that must be followed if future generations are to inherit a truly progressive nation. Built on Narayana Murthy ' s lectures delivered around the world; A Better India: A Better World is a manifesto for the youth; the architects of the future; and a compelling argument for why a better India holds the key to a better world.

It's Not About Finding a Job, It's About Creating a Life

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An Entrepreneurial Journey

The Professional

Solving Technology's People Problem

The P.O.I.S.E Formula for Leadership

Imagining India

On Leadership and Innovation

Thinking of starting up a business? Hoping it will succeed beyond your wildest dreams? You could start with advice from someone who knows. R.S. Agarwal, along with his friend R.S. Goenka, has built a business from scratch, failed, picked himself up and now heads Emami - a multinational brand Made in India. His wisdom on various business and

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personal aspects is distilled in an easy-to-read and insightful narrative about his life and business. It is a concise, compelling read for every entrepreneur, whether just starting out or well-established. Agarwal combines a pragmatic, down-to-earth approach to work and the rat race with a childlike wonder and the utopian daydreams of the eternal optimist. With rare sensitivity and humanity, good, old-fashioned ethics and cutting-edge technology, Agarwal has transformed a dream into the business giant it is today. This book tells the story of that odyssey with candour and sagacity. There

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are short stories that deliver home truths, snippets that delight and quotes that enlighten. Business: The Emami Way is, in short, an MBA in an easy-to-understand handbook.

It can't be you.. When Colonel Belliappa, Indian Army (Retd), a highly decorated war hero is found dying one night frothing at the mouth in anguish, there is no one else at home. Other than his immediate family. His wife, his daughter and his son. Did he, who killed so many, kill himself to bury something dreadful from his past? Or, was he killed? His death sets the clock back to his

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life as a career officer in the Indian Army. He fights with great valour in the 1971 war against Pakistan which leaves him physically and psychologically scarred for life. Years later, his aggression and maniacal bravery leads to a secret assignment. He is handpicked to command a crack team of Indian Army snipers as an irregular force to fight intruders and militants in the Kashmir Valley from 1989. Today, he is a partner in a flourishing and successful armaments firm. The Colonel finds himself in a series of conflicts with his family, amongst others. Standing to gain from his death, they plan to

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kill him for their own reasons, quite unknown to each other. Do Colonel Belliappa and his family pay the ultimate price? For the spiral of vengeance he himself triggered some decades ago.

Challenges commonly held views about human selfishness to argue that many of our most deeply entrenched social systems need to be restructured to reflect humanity's cooperative and altruistic tendencies, citing illustrative examples while revealing the potential of collaborative organizations. Traveling to the site of a commercial shoot, where her model friend Cindy will star, Nancy

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is alarmed by Cindy's disappearance and launches an investigation that takes her into the shady side of teen fashion.

Don't Lose Your Mind, Lose Your Weight, the country's highest-selling diet book, has revolutionized the way Indians think about food and their eating habits. Funny, easy to read and full of great advice, it argues that we should return to our traditional eating roots (yes, ghee is good for you), nutrients are more important than calories (cheese over biscuits) and, most importantly, the only way to lose weight is to keep eating. Rujuta Diwekar is one of the country's best

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nutritionists, with deep roots in yoga and Ayurveda and a client list which boasts some of Bollywood's biggest names. In the updated edition of this classic, she has added an extensive Q&A section which deals with the questions she gets asked most by her clients.

Go Kiss the World
Customer to Human

How to Be a Long-Term Thinker in a Short-Term World
Vikramorvasiyam
The Art and Science of Pregnancy
Business

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On a train journey to Varanasi, Yogi meets John, a writer and narrates him a gripping story about three friends: Krish, an IITian pursuing his entrepreneur dream; Tony, a vodka craze-high school-dropout; and Asif, a music-loving carpet-seller. Life takes them journeying into an eventful trip to Goa. Eventually, a prediction by a psychic and plane hijack makes it more happening. This was not the end and they go on a search for a monk in Tibet. Their journey continues seeking nirvana on the Ghats of Varanasi and falling in love with a tribal girl in Afghanistan. Eventually, where exactly did life take them? What is Yogi's

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connection to them? Is he one of them? What were the life lessons for John? What did he promise Yogi at the end of their journey?

The Long Game

The Art of Topping College Life

The Art, the Science, the Witchcraft

The CX Factor in Modern Business

The Idea of a Renewed Nation

The Captainship

High Performance Entrepreneur