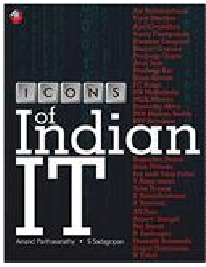


Books



Icons of Indian IT

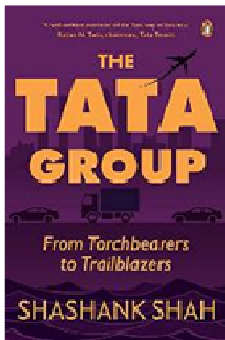
By Anand Parthasarathy & S Sadagopan

2018 / 148 Pages / Hardcover / Rs. 1995

ISBN: 978-8183284851 / Wisdom Tree

The India IT story is not just about Infosys, Wipro and TCS. Indeed, the roots of the India brand in Information Technology were laid twenty years earlier by a handful of pioneering professionals in government, industry and education. From the making of the Indian supercomputer Param to ERNET, country's first internet avatar; from India's export of IT education to putting the nation on the global map for financial services, there were several path breaking efforts which are not just a part of India's legacy or history but have actually changed the face of the nation. These timeless tales will continue to serve as an inspiring reminder of the power of grit and determination. This engaging and evocative book preserves for a new generation, the largely untold story of India's iconic technology leaders and companies whose bold decisions and mould-breaking practices created a bedrock of knowledge, regulation and enterprise on which the India IT brand is built.

Elsewhere in this issue of the newsletter, an excerpt from this book featuring one of the icons, HN Mahabala: Driving the Change from Computers to Computerisation has been published along with the list of icons covered in this book.



The Tata Group: From Torchbearers to Trailblazers

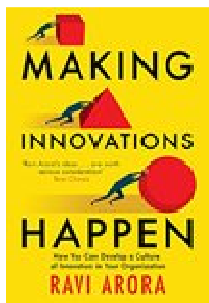
By Shashank Shah (Author)

2019 / 320 Pages / Hardcover / Rs. 699

ISBN: 978-0670090679 / Penguin India

With over 100 companies offering products and services across 150 countries, 700,000 employees contributing a revenue of US\$ 100 billion, the Tata Group is India's largest and most globalized business conglomerate. The Tatas are known for salt, software, cars, communications, housing, hospitality, steel and gold. But how did they come so far? How did they groom leadership, delight customers, drive business excellence and acquire global corporations? How did they maintain a brand and corporate values that are considered the gold standard? A deep dive into the Tata universe, The Tata Group brings forth hitherto lesser-known facts and insights. It also brings you face-to-face with the most intriguing business decisions and their makers. How did Tata Motors turn around Jaguar Land Rover when Ford failed to do so? Why wasn't TCS listed during the IT boom? Why wasn't Tata Steel's Corus acquisition successful? This definitive book tells riveting tales and provides insider accounts of the adventure and achievement, conflict and compassion, dilemmas and decisions of dozens of Tata companies.

The result of over a decade of rigorous research and interviews by Dr. Shashank Shah with, (a visiting scholar at Harvard Business School; a fellow and project director at Harvard University's South Asia Institute) more than a hundred leaders at Tata, this book decodes the Tata way of business, making it an exceptional blend of a business biography and management classic.



Making Innovations Happen: How You Can Develop a Culture of Innovation in Your Organization

By Ravi Arora (Author)

2015 / 244 Pages / Hardcover / Rs. 499

ISBN: 978-0670088492 / Penguin Books Limited

The journey from idea to innovation is fraught with risks and uncertainty. It requires a great deal of courage and perseverance from the teams that work on innovative ideas, as well as from senior management, to embark on innovations without knowing whether they will be successful. This book by Ravi Arora, responsible for the innovation programme at the Tata Group, details a new method known as the Innovation Foresight programme. The programme is designed to drive innovations in an organization ensuring that the initiatives enjoy every stakeholder's active engagement. Most importantly, it strives to ensure that an organization does not lose sight of innovation opportunities, whether big or small. Written in a narrative framework featuring two young managers—Paul and Jiao—who have been tasked with driving innovations in their respective companies, Making Innovations Happen is an insider's guide to building a culture of innovation. Elsewhere in this issue of the newsletter, an excerpt of the full Chapter 1 "Two Young Mangers" from this book is featured