

### **The Brand Custodian: My Years with the Tatas**

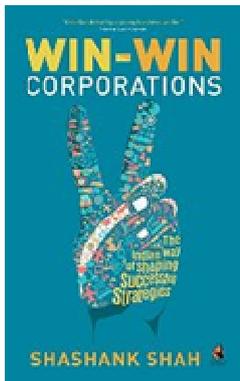
**By Mukund Govind Rajan**

**2019 / 264 Pages / Hardcover / Rs. 599 (Rs. 373 at Amazon India)**

**ISBN: 978-9353024864 / Harper Business**

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

practices, provides insights on how to manage global brand and its challenge and narrates some untold stories on the author's encounters with Ratan Tata. This book is a recommended read for a variety of readers including students, faculty, entrepreneurs and professionals to learn about the real business world and practice.



### **Win-Win Corporations: The Indian Way of Shaping Successful Strategies**

**By Shashank Shah**

**2016 / 444 Pages / Hardcover / Rs. 599**

**ISBN: 978-0670088676 / Penguin Random House**

Why did Ratan Tata decide to pay for all the victims of 26/11 whether injured in the Taj or anywhere else? Why did HDFC's Aditya Puri insist that employees leave for home by 5.30 p.m.? How did HUL develop a cheaper, better product to beat its competitor, Nirma? What do Taj Hotels, HDFC, HUL, L&T and BPCL have in common? They are the win-win corporations! Based on over a decade of research, Shashank Shah takes these truly outstanding Indian companies and studies how they do business. Each of these companies has exceptional practices when it comes to stakeholder management. Whether the stakeholder is an employee, customer, investor, vendor or even society at large, these companies reveal how looking at everyone else's

interests doesn't really mean compromising on your own. Often, the two complement each other and that is what makes a win-win solution for everyone. This book gives an inside look into what motivates exceptional companies and how they are a cut above the rest. Full of fascinating anecdotes, leadership philosophy and background stories of organizations, Win-Win Corporations is an inspiring read into what makes companies great. From this engaging book authored by master story teller Shashank Shank, executives and students will learn a great deal on how the illustrated companies create sustainable value for the stakeholder



### **Igniting Innovation: The Tata Way**

**By Ravi Arora**

**2019 / 246 Pages / Hardcover / Rs. 599 (Rs. 419 on Amazon India)**

**ISBN: 978-9352777792 / Harper Business**

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising thirty companies across ten clusters. The group operates in more than 100 countries across six continents. What does the Tata group do to encourage and enhance innovation in these companies that are well established and also several other smaller and fledgling companies? Tata InnoVista is a thirteen-year-old flagship innovation programme of the Tata Group. Over the years, Tata InnoVista has fired the imagination of people across Tata companies and has become one of the sought-after platforms for Tata managers. It has been presented to and researched by management experts globally, including those in Harvard Business School, London Business

School and INSEAD. This book explores how InnoVista has inspired thousands of managers and is building a culture of innovation. It also explains how this programme is building capability on innovation and serves as a unique measurement system for companies on innovativeness. The case studies featured in this book highlight: Innovations need to be done in all areas of business (Tata Steel Case); Innovation can contribute to a turnaround in the business (Tanishq Case); Innovations should be measured using non-financial parameters too (JLR Case); and Multiple smaller innovations together could be disruptive and a source of competitive advantage (TCS case). This book is a must read for those who want to understand more about innovations in a large complex organisation and can be a starting point to begin their innovation journey. The author, Ravi Arora is the vice president, innovation at Tata Sons and manages the innovation programme at the Tata group worldwide.