

BOOK REVIEW

The India Way: How India's Top Business Leaders Are Revolutionizing Management ***By Peter Cappelli, Harbir Singh, Jitendra Singh and Michael Useem***

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There are very few books which talk about Indian Style of Management. This book tries to fill the gap by highlighting the positive side of Indian culture and its role in management. The book has been written by the professors of Wharton Schools of Business based on their interviews of more than 100 senior business executives of India's largest business companies. Authors offer many interesting case studies and well researched profile of firms and entrepreneurs in India. The book highlights that Indian managers do many things differently than their western counterparts such as focusing on public mission and nation building rather than increasing stock holder's interest, treating employees as the most important asset as putting them first than customers, governing through values rather than rules. Overall the book emphasizes that the Indian way is about creating value for its employees, customers, shareholders, and at large society by having a purpose which is bigger than just profit.

The book concentrates only on big business and does not capture small to medium enterprises

thus the sample taken is not true representative of the Indian businesses or management style. Moreover the good things said about the Indian businesses seem at times far from reality. For example the idea of Indian managers focusing on public mission or nation building does not hold true in the light of 2G scam. Just like this there are many cases in India where big corporate are involved in practices contrary to what this book talks about. And surprisingly there is no mention of those eye-opening cases. As the book is based only on interviews from senior executives of big businesses only, it lacks the totality of Indian Way of management. A holistic view of Indian style of management would not be possible before listening to the customers, employees, SMEs and publics as well.

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