

Annotated Listing

Editor's Note

Our policy is to review all books which are either sent to us or in our opinion are useful to our readers.

Debroy, Bibek; *The Mahabharata (Volume 1-10)*; 2015, Penguin, Delhi, India, pp. ₹ 1500 (Box Set), Price ₹ 4,999

Anybody who belongs to India or holds an interest in mythology, will know the value that Mahabharata bestows. This definitive and magnificent 10-volume unabridged translation is one of the rare English translations in full of the epic. Bibek makes the Mahabharata marvellously accessible to contemporary readers. It is generally remembered as a war between two mammoth cousin families with a focus on dispute over land and kingdom may lie at the heart of this story of war between cousins – the Pandavas and the Kouravas – but the Mahabharata is about conflicts of dharma. These conflicts are immense and various, singular and commonplace. Throughout the epic, characters face them with no clear indications of what is right and what is wrong; there are no absolute answers. Thus every possible human emotion features in the Mahabharata, the reason the epic continues to hold sway over our imagination. In this superb and widely acclaimed translation of the complete Mahabharata, Bibek takes on a great journey with incredible ease to enlighten and bless us all.

Mahabharata, in a sense, is somewhat similar to religious scriptures in various religions. Every Indian knows the basic story and the learnings there upon. However, being the longest epic poem ever written with over 110,000 couplets, few people, except the scholars, take the pain of going through the original text, which is written in Sanskrit and not understood by many in India now. Bibek's translation work is the best compromise between the original Sanskrit text and any other existing translation of the epic in English. The magnitude of the Mahabharata ensures that it is virtually impossible to make a true-to-spirit movie that can cover even the basic plot. This ancient Hindu epic narrates events that slowly lead to the buildup of a cataclysmic war between two royal families. The war claimed 10 million lives and it is widely believed in the Indian subcontinent that this epic is loosely based on true events. It is believed that the events may have occurred

3,000 – 5,000 years ago. The violence and tragedy delineated in the pages of The Mahabharata are unprecedented. The magnificent cast of characters include humans, demons, gods and demi-gods. The Bhagavad-Gita, an intense part of the Mahabharata, is a classic book in itself.

It is interesting to see that spanning across generations, the Mahabharata reaches a depth difficult to fathom. Though there are countless sub-plots and sub-quests, most of them are neatly tied up to the main story. The stories of each of the characters gives away a wealth of knowledge which was hidden and restricted to Sanskrit and Hindi readers only. Bibek's work allows most of us across boundaries, who are Non-Sanskrit or Non-Hindi readers to benefit from the teachings of the text. Of course, like all ancient epics, it discusses philosophy, ethics, politics and management at length. It is very important to note that both the lessons it teaches in Mahabharata and Bhagvad Gita are relevant even today. Both these epics enlighten the readers with many moral value lessons. The Mahabharata is known to be one of the most legendary books, one which has been etched in the history of our nation. Though the ten volume of books total up to 1500 pages, however it still is portable in nature. The book is written in simple English language with large number of pictures which help the reader visualize the epic in an ideal way and is available in kindle format as well.

The book volumes written by Bibek are highly relevant for students of Masters (MBA, MIB, MSc, MCom), Bachelors and policymakers in specific. We at the Indian Institute of Finance (IIF) have this book as one of the required readings for last 4 years as part of the 2 year MBF program with course MBF-201 on "Indian History, Culture and Business". This course is being taught since 1998 as part of the MBF program being offered since 1987, which gives insights on (a) the History of India (Harappan Culture; Magadhan Period; Medieval Muslim Period; Modern India; Advent of Europeans - Portugees, English, French; Swaraj Movements Since 1857; India After Independence; Republic of India); (b) the World Economics / Geography (Mineral and Fuel Resources of the World; World Economic Outlook; Human Development); (c) the Bhartiya Sanskriti & Literature (Vedas and Upanishad; Ramayana and Mahabharata; Kautilya -Arthashastra; Bhagvad Gita; Nandi Sutras of Jain's; Writer & Works of; Kalida; Chaitanyacharitamrita; Kabir; Nanak; Dara Shukoh; Birbal; Tulsidas; Md. Iqbal; Premchand; Sarat Chandra; Rabindranath and other writers of South India); (d) the Indian Philosophy (Indian Economic Survey; India 1957-2018; Brief on India's Achievement; Science & Technological Achievements; Cultural & Socio Economic Development); (e) the Indian Constitution (Introduction; Indian Administrative Structure; Role of IAS, IPS, IFS etc.); (f) the Religions & Culture (Brief on All Religions; Tribal Culture & Civilisation); (g) the Personality Development (Grooming of Traits; Business Communication Skills; Body Language; Inter-personal Effectiveness; Non-verbal Communication; Personal Appearance; Posture; Gesture; Facial Expression; Eye Contact; Space Distancing) and (h) the Values and Positive Attitude (Indian Ethos; Western Ethos; Positive Attitude to Life & Work; Work Ethics) to enable a future manager develop the right perspective.

The teachings of Mahabharata and Bhagvad Gita are vital for the rise of a clean and pure soul to contribute to the growth of one's nation, one's family and oneself. Student of Management and Behaviourial Sciences, Political science, Economics and literature would specially benefit from the translation work of Dr. Bibek Debroy. It is a Must keep for all academic and public libraries.

Bhakar, S.S., Chanda Gulati, Rahul Pratap Singh and Himani Saxena; Measure, Manage & Facilitate Change to Harness Organizational Potential (Volume 1); 2018, Bharti Publications, Delhi India, pp. 645, Price ₹ 2495

Organizations are dynamic entities functioning in a very dynamic and ever changing environment. A fine tuned organization is able to utilize internal capabilities by ensuring the organizational structures, human resources systems, job designs, communication systems, and leadership/ managerial processes by fully harnessing the human motivation and helping people function to their full potential. But to ensure that the organization remains fine tuned at all times it is important that the organization is adaptive and able to effectively respond to changes in its external environment.

Last three decades have seen relentless changes in business environment and forcing fast paced changes in teams and organizations. Globalization has increased the markets and opportunities for more growth and revenue. However, increasingly diverse markets have a wide variety of needs and expectations that must be understood if the organizations have to satisfy these needs. Concurrently, scrutiny of stakeholders has increased as digital communication has increased their access to organizational information. Thus, the ability to measure, manage and facilitate change, while continuing to meet the needs of stakeholders, is a very important skill required by today's leaders and managers.

Significant organizational change is needed in structure and systems of the organization when it tries to change its overall strategy for success, adds or removes a major section or practice, and/or wants to change the very nature by which it operates. Substantial change is also needed when an organization evolves through various life cycles, just like people must successfully evolve through life cycles. For organizations to develop, they often must undergo significant change at various points in their development. That's why the topic of organizational change and development has become widespread in communications about business, organizations, leadership and management.

There are approaches to guiding change-some planned, structured and explicit, while others are more organic, unfolding and implicit. Some approaches work from the future to the present, for example, involving visioning and then action planning about how to achieve that vision.

Others approaches work from the present to the future, for example, identifying current priorities (issues and/or goals) and then action planning to address those priorities (the action research approach is one example). Different people often have very different and/or strong opinions about how change should be conducted. Thus, it is likely that some will disagree with some of the content in this topic. That's why what makes this topic so diverse, robust and vital for the readers.

Keeping pace with the ever increasing rates of volatility, shifting demands and technological advances require change agile organizations. Leaders that manage change in deliberate wellplanned manner are most likely to achieve success. These leaders need a progressive skill set and a process that helps them translate and implement required changes through out their organizations. Whatever forces trigger change the organizations need to implement change at three levels, they are; organizational, Team and individual level.

The papers included in the book cover all the areas pertaining to organizational changes and its facilitation for enhancing organizational potential. The book comprises of papers presented at the ninth International Conference on Measure, Manage and Facilitate Change to Harness Organizational Potential. The book has been divided into five sections to cover all the above mentioned areas.

The First Section is of Financial Management, this section consist of bundles of papers on financial activities that constitute best-in-class systems strengthening the potential of the business. There are thirteen chapters in the first section. They include chapters on Performance of Fourth Generation Private Banks in Bangladesh : An Evaluation, Effect of Banking Competition on Risk Taking; Impact of Human Resource Expenditure on Profitability of Banking Sector of Bangladesh Customers' Perception towards Ethical Dimensions: A Study of merged Banks; A Comparative Analysis of Short Term Financial Position of Bajaj Allianz Structure on Financial Performance: A Study of Housing Finance Banks Of India; Determinants of Credits Ratings of Manufacturing Companies; Impact of Working Capital on Profitability: A Study of Listed Manufacturing Firms; Impact of FII's on Indian Stock Market, Volatility in Stock Returns after Demonetization: A Study of Selected Sectors; Micro-Finance in Agriculture: Prospects and Challenges; and Mutual Funds: A reliable Option for Saving and Investment.

The Second Section of the book contains thirteen chapters on Marketing Management aspects on strategic innovative changes to delight the customers and increasing organizational potential. The Chapters covered in the section includes Trust in Online Shopping of Pune Shoppers: A Comparative Study between Various Income Groups; Relationship between Service Quality, Customer Satisfaction and Customer Loyalty in Banking Industry; Female Consumers are Surging Ahead a Digital World and the Marketer Cannot Chose to Ignore; A study on Costs of Marketing and

Price Spread of Apple in Pulwama District of Jammu and Kashmir; Relationship between Internal Marketing, Organizational Commitment & Job Satisfaction; Insights for Banking Professional; A Study of an Impact of Online Sales of Mobiles on Offline Sales (With Special Reference to Agra City); Factors Affecting Behavioural Intention towards Mobile Banking; Determinants of Customer Intentions for Online Shopping; The Product Life Cycle, Consumer Buying Behaviour and Customer Relationship Management – A Critical Review; Marketing Strategies of the Banking Industry; A study of the Effect of Advertisement on Purchasing Behavior of Adolescents; and Factors Affecting Customer's Preference for Green Products.

The Third Section contains fourteen chapters that cover HRM practices relating to development of individual as well as organization along with the dynamism of organizational changes. The chapters are Occupational Stress and Job Satisfaction: Evidence from Private Sector Banks in Sri Lanka; Abusive Supervision and Organizational Loyalty in Banking Sector; An Evaluation of the Effectiveness of Training on Small Entrepreneurship Development in Windhoek, Namibia; Eustress, Distress and Work family conflict among Service sector employees in Gwalior region; Value Based Assessment: A TAT and BEI Approach; Employee Engagement for Superior Performance and Outright Commitment; Team Building and its Necessity for Organizational Effectiveness; Creative Arts Therapy: An Advanced Technique for Combating Stress in Employees; Global Advancement in HRM – Innovation and Practices; Workforce Analytics: Panacea to Talent Acquisition in K-12 Schools; To Study the knowledge Creation and Management for B-Schools in Indian Scenario; Personnel Diagnostics in Digital Era; Talent Management Practices in the Service Sector – A Study; A Study of Conflict Management and its Causes with reference to Academicians in Management Institutes.

The Fourth Section of book includes nine chapters of Economics. It highlights the reasons of changes and their consequences on economic development. The chapters included are Export Performance of India's Horticulture Sector : A Case Study of Mango, Papaya and Litchi; Pace and Pattern of Development; Problems of Indian Agriculture Sector and its Impact on Indian Economic Systems; Growth, Performance and Employment in Industrial Sector : With Special Reference to Uttar Pradesh; Paradigm Shift of Dairy Industry in Indian Perspectives; Problem of Wheat Paddy Rotation in Punjab's Agriculture: Issues and Challenges; Pattern of Agricultural Diversification in India; GST: An Economic Overview; and A Study on Production and Export of Fresh Fruits in Jammu and Kashmir.

The Fifth Section contains twenty chapters on application of General Management and Information Technology. The chapters included are Environment Auditing Practices in Canada and India to Sustain Industrialization; Impact of use of Social Networking Sites on Social and Emotional support; The Growth & Development of Tourism and

Hospitality Industry in India: A Study; Factors Inhabiting Women Entrepreneurs: An Empirical Study in Urban India; Role of Fruit Wines in Rural Tourism & Entrepreneurship Development in Sohliya Village of Meghalaya; Corporate Social Responsibility: A Study of Selected Public and Private Companies in India; Review of Application of Technology Acceptance Model on Mobile Payment Adoption; Implementation of TQM in Production of Biodiesel from Waste Cooking Oil; Growth and Performance of MSME Sector in India: Some Problems and Perspectives; B-School Students' Intentions to Pursue Entrepreneurship; Ethics in Business Leads to Better Corporate Social Responsibility (A Study on Aurangabad Industries); Challenges and Prospects of Widow Women Entrepreneur in Madhya Pradesh: A Critical Review of Studies; Growth of Entrepreneurship in India: Pre and Post Independence; Potential for the Development of Heritage Tourism in South Kashmir of Jammu and Kashmir: A Dilapidated Look; Analysis and Design of Efficient Collaborative Filtering Based Optimization; Perception of Youth towards Green Business; E-Commerce: It's Challenges & Future in Global Market; q-Laplace Transform of the Basic Analogue of Wright-type Hypergeometric Function ; Agriculture Tourism – The Emerging Concept of Sustainable Economic Development; and Emporiatics: Key for Healthy Traveling.

Overall, book is an excellent read for students and researchers in the area of management, economics and management sciences. The book will also act as an interesting source for policy makers and practicing managers in the corporates. It's an interesting handbook to be kept in libraries as an immense wealth resource for generations ahead.

Dev, Arjun; *Gandhi Nehru Correspondence : A Selection*; 2013, National Book Trust, Delhi, India, pp. 242, Price ₹ 350

Independence is the heaviest treasure of any country and so is ours. To get this our older heroes have had made their efforts from head to toe in their own way. Mahatama Gandhi, Pandit Jawahar Lal Nehru, Subhash Chandra Bose, Sardar Bhagat Singh are the names a few. Among other contributors are Dr. Rajendra Prasad, Dr. Bhimrao Ambedkar and Sardar Vallabh Bahi Patel and other senior leaders of India. For getting this Independence they had to move to and fro and from pillar to post. Also a war is fought by having proper communication. If we say that equipment or the Sword of war is the communication then it won't be an exaggeration. If the war is prolonged then there are chances that people start dissuading away and they need to be reinforced to remain united and be associated with the war. The period of the war of Independence is very long approximately hundred years, barring the smooth flow of communication. Letters were the only means of communication those days. Therefore the purpose of writing the present book is to make others know what a

communication can do especially when we need to stand united. This communication plays the role of a strategist which helps us in winning the war without actually fighting for it.

The book is edited by Arjun Dev. In this there is a collection of one hundred eighteen letters written both ways. The purpose is definitely to understand the role of communication and specially to honour the rich and valuable heritage of India's culture. Mahatama Gandhi and Pandit Jawahar Lal Nehru are the two stars of the period of struggle for the coveted Independence of India and even of today's Independent India and the world. Their vision and mission inspires and contribute to development and growth of an individual and a country in every dimension. The communication made between them have the ability to remove tensions between two and work unitedly to achieve a common goal. Not only it can provide a solution to different type of problems but also it encourages, empathises, ensures a long term healthy human relations which is over and above any religion and any accord of peace. The letters shows many a time the stiff political relations between them but they had been a personal support to each other in every walk of the life. Their personal or human relations were always strong, harmonious and invincible whatever their political relations may be.

The struggling period of the war of Independence witnessed many ups and downs because of no unanimosity between the comrades. But ultimately they became successful establishing the role of their leaders like their Bapu (Mahatma Gandhi) and their Chacha (Pandit Jawaharlal Nehru).

It is a wealth of knowledge reading the 119 letters written to and from the the national leaders of India. One feels of re-living those times and that to in a more human friendly way as a it feels that the purpose with which the book was written gets largely served. Off course there is much more learning and joy while reading the actual letters. Arjun has clearly explained the each and every development taking place between the duo. Every human should be accepted by another one in totality. This is one of the key learnings from the correspondence taking place between them. This means that two persons cannot be the same exactly, but they can and should remain united throughout until the goal is achieved. But this does not mean that after the means are achieved, they should part. Moreover the professional relation may jeopardise between the two but it should never affect their personal relations. And the same is reflectd by the summary and the letters. Many a time this has been proved in the book reading through the through process between the two greater legendary leaders of India's freedom.

The entire life of Gandhi is a lesson for everybody, be it a politician, an economist or an ordinary individual. Both Mahatama Gandhi and Pandit Jawaharlal Nehru were prolific writers and also the best communicators, given that these were their tools of living and bringing freedom to this great nation. Pandit Nehru had never been an active

member of the freedom fight until he got associated with Mahatma Gandhi. Both of them had not very good impression of each other initially but later *Bapu* (Mahatma Gandhi) elevated him to be the president of Indian Congress with a hope to draw and rejuvenate the Youth given that Pandit Nehru was twenty years younger to Gandhi and would have been well perceived by the youth as a true representative leader. The two differed from each other not only through their attitude towards civilization but also in the way they related to Freedom of the country, however were ready to work together for a greater cause. This fact has been mentioned many times at different sources but here in this book the editor has emphasised on how they were united and focused on their goals for India and *Bhartiya*.

The letters give an in-depth view on the reflections of different faces of their life, opening the door of success in various ways. The book is a must to read for every individual, leaving an ill feeling in the mind because of the detailed summary and real live text through the 119 letters. It is written so beautifully that it instigates the reader to repeatedly read through the actual letters and imbibe the good for a sustainable bright future for all. The summary and impressions given by Arjun intensify the goodness and pride to be an India and to have been blessed to have such profound leaders to enable us breathe the air of freedom every day. It is a must read for all MBA graduates and students of social and political sciences. Managers, policy makers and those engaged in development economics would find the text of critical relevance to refine their thinking and way forward for communicating and contributing to their Nations.

Carnegie, Dale; *The Quick & Easy way to Effective Speaking*; 2016, Rupa Publication India Pvt Ltd, Delhi, India, pp. 231, Price ₹ 95

Good public speaking is simply the art of good conversation carried a step or two beyond the usual. Nearly everyone of us have dreamt of speaking fluently and conveying our message loud and clear to the World, but for many of us it is a tedious task. However it takes some patience, practice and correct methodologies that needs to be adopted. Jean de la Bruyere puts it beautifully as "there are certain things in which mediocrity is not to be endured, such as poetry, music, painting, public speaking"

Part I of the book explains the Basic principles of effective speaking. These include how to develop confidence on speaking. Dale has answered this while talking about on how to concentrate your attention on what self-confidence and the ability to talk more effectively will mean to you. Dale wants to convey that just think about the "perks" that you will get after successfully accomplishing the task and it will help you to take the initiative. Now let's throw some light on what will you get through effective speaking, i.e it will help you in becoming a good leader, a good orator and most importantly it will help you in growing your self esteem.

Part II of this book deals in the Techniques of speaking effectively. Dale quoted the words of Napoleon which states that the art of war is a science in which nothing succeeds which has been calculated and thought out. In this section Dale has first discussed about certain do's and don'ts while presenting award to someone. The names should be pronounced properly and the introduction should be well prepared. The speaker should be enthusiastic so that the whole audience is connected with you. Then he has suggested some techniques that how can a speaker engage the audience for longer period of time. Well, this requires a thorough practice and self confidence. Finally after all has been said and done then it is the turn of the audience for some action. So the author says that tell your audience to join, contribute, vote, write, telephone, buy, boycott, enlist, investigate, acquit, or whatever it is you want them to do so. But there are some rules for it, first be specific about the task, secondly make the audience response within the specific boundaries and thirdly make it easy and pleasant for the audience. If these things are followed then certainly it will be memorable for everyone.

Part III and IV of the book describes about the content and methods of the speech. In the first part he has discussed about how to make your speech interesting and more enriching. The manner of doing so is also mentioned in the book. The latter part is very interesting as it lists the purpose of the speech. The purpose of the speech will determine which method you want to adopt. This is of great help as it will guide the speech in the right direction.

The author should be congratulated for pouring thoughts in such a manner that the reader is instantly able to connect with him. The book is an important contribution to literature and life sciences, as many of us face this challenge of effective speaking. The fact that most of us are unable to communicate effectively leads to distortions in our growth paths both at a personal level and certainly at professional level. The text would be helpful to both students and professionals, while being highly relevant for businessman and bureaucrats. The language is very lucid and he has depicted examples to make more interesting. It helps the reader to visualise the examples being depicted because the author has explained it in a very short and crisp manner. Dale has done a commendable job but if some real life case scenarios or self experimenting scenarios would have been included than the reader could have experimented and learned better about the capabilities and relate the context directly. The book is reasonable priced and comfortable to read. Graduate and Under-Graduate students would find the book of special relevance as they are move into the industry and work life or engage in social interactions for personal reasons, where effective speaking is critical in today's digital dynamic worlds. Anyone who has interest in speaking effectively or has stage fear will find the text of great motivation to move forward the path of success.

Agarwal, J.D. and Aman Agarwal; *Literature in Finance: Specialized Finance (Volume IV)*; 2004, IIF Publication, Delhi, India, pp.218, Price ₹ 330

Finance is often cited as the main containing factor for developing different sectors of the economy. The millennium goals set by United Nations and an attempt to achieve them in the world economy has increased the importance of sectorial finance. There are a large number of text books as well as research studies, available in Finance. However there is no compendium presenting at one place the literature available on finance, recognizing the fact that there exist wide time gap in the research being done, published in journals and included in books.

Finance as a field has emerged as one of the most vital component for growth and development. Its emergence as a discipline in the last quarter of the 20th century brings forth its vitality. It is one of the most scarce resources, which has been the greatest facilitating factor in the growth and development of an economy, firm, corporate and even an individual. The emergence of finance as a discipline is a strong conviction.

Most of the literature in finance in the past six decades ever since the end of World War II has focused on corporate finance, investments, banking and financial systems, securities markets and public finance. As a result finance as a field of study has been directly identified with these areas and most often treated as an extension of economics or accounting. The financial management of various sectors of the economy which play a pivotal role in the development processes of a country and required massive investments, equally attracted the attention of international agencies, policy makers, academicians and practitioners as these sectors required massive investments as well as creative solutions to finance these sectors.

To fill the gap between the literature which has been published and the available books on finance, the authors out of their personal experiences globally, have attempted to bring forth the untapped work which remains as decorated in the columns of professional and academic research journals. Hence the benefit that society may derive from serious research findings based on hard labour and serious efforts of researchers has been a much needed attention. The book under consideration is fourth in the series. The authors brought forth a compendium of literature published on Education Finance, Health Finance, Insurance, International Finance, Corporate Tax Management, Agriculture Finance, Financial Management of Multinational Finance, Corporate Finance and SME Finance.

The book provides a medium for existing work as an appropriate outlet for dissemination. The book has been intended to be useful for policy makers, researchers, doctoral students, practicing managers, chartered accountants, finance executives and students of finance.