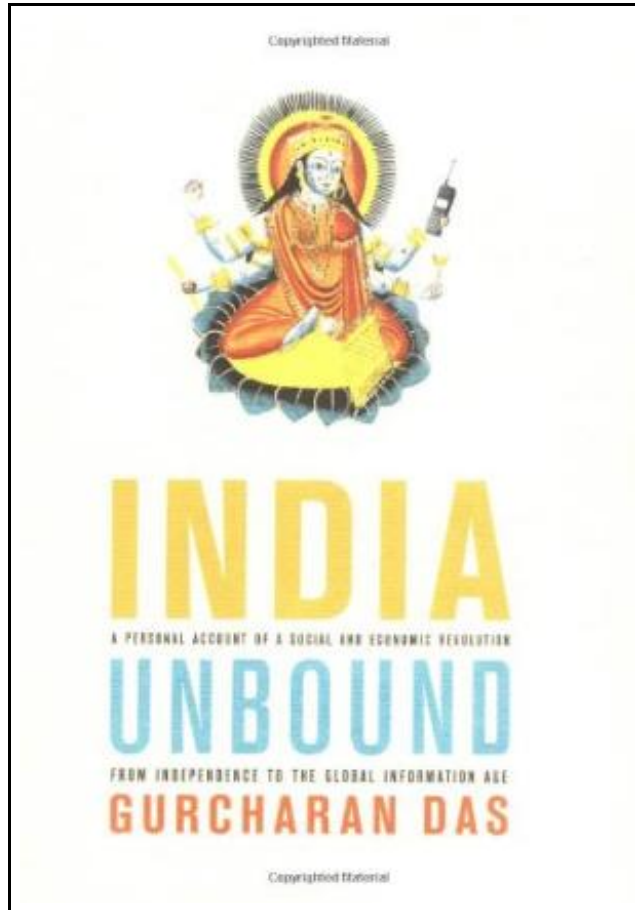


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Knopf, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Gurcharan Das, a Harvard-educated businessman who has managed to run Procter & Gamble's Indian operations successfully while authoring three plays, a novel and a stream of newspaper columns, has seen Indian socialism up close and personal. . . . When George Bernard Shaw famously wrote that "if all the economists in the world were laid end to end, they would never reach a conclusion," he clearly didn't have Das' book on the Indian economy in mind. Das weaves accessibly written history, thumbnail biographies of legendary Indian industrialists and entrepreneurs, his own experiences as a young executive building up the Vicks brand in the Indian heartland and accounts of Kafkaesque encounters with bureaucracy, into a book that traces "the struggle of one-sixth of humanity for dignity and prosperity" and comes to pretty clear conclusions. . . . Das writes in an engaging style, sprinkling his text with a well-chosen array of quotations. There are layman-friendly discussions of economic theories of poverty, and his arguments are leavened with a close reading of economic texts, both classic and contemporary. But what shines through is the telling anecdote, the personal example, the remembered conversation. " Shashi Tharoor, Los Angeles Times "Part memoir, part journalism, part history and part management bible . . . [Das's] stories enliven what could easily have been a dull piece of economic history. Das had a ringside seat at the events he describes, and the result is an engaging account that moves easily from the big picture to the telling anecdote. Through Das, we are introduced not just to the standard pantheon of political figures but to a range of lesser-known characters from the corporate world. These include old-fashioned industrialists, and also a new brand...



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