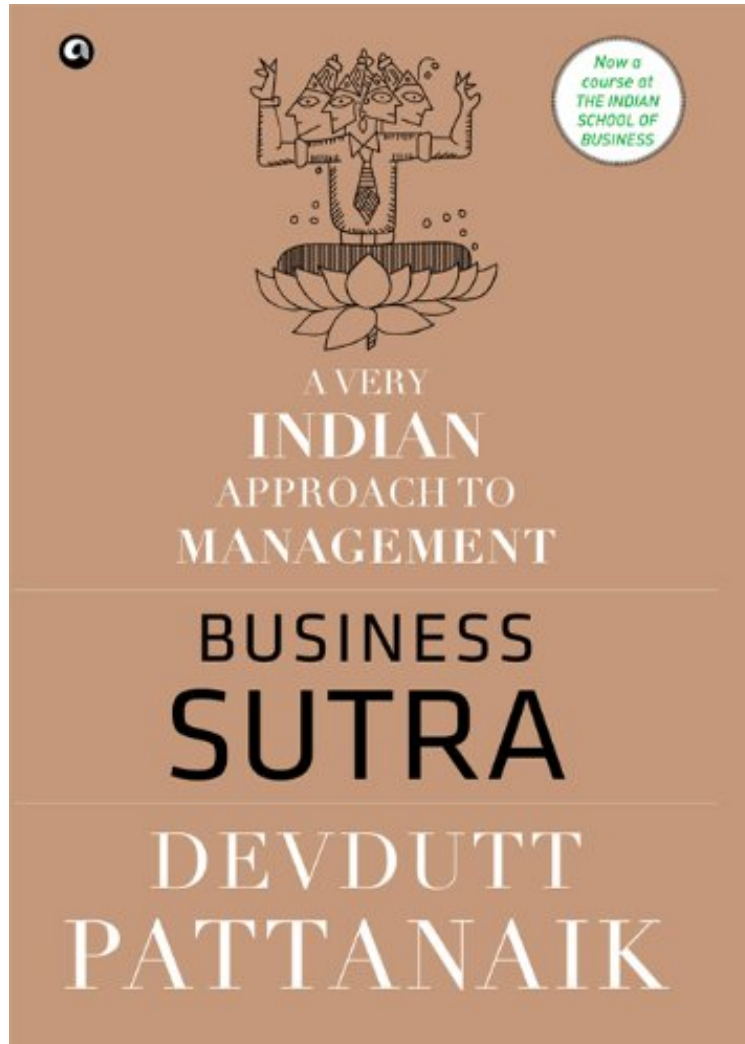


Business Sutra

Devdutt Pattanaik

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Devdutt Pattanaik : Business Sutra before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Sutra:

0 of 0 people found the following review helpful. Love this book!!By k f von roenn IIIThis is an amazing read on applying mythology and philosophy into the modern world. There is a lot to gain about life and business. This can't be read quickly, but should be slowly digested. I spent months reading small bits at a time and could see how to apply the principles. I experienced lots of synchronicity and magic while reading this book. It is definitely one of the best and most important books I've read in my life. Om.1 of 1 people found the following review helpful. Fresh approach to Indian ManagementBy JohnIt's a world of metaphors that we have taken up so literally that the whole underlying meaning of it is lost. I am talking of the Indian Mythology that depicts the gods and goddesses as human being endowed with divine powers but soaked in the meagerness of human feelings. There's a reason behind it I believe and

the reason is to provide the real world examples of the right and the wrong to us. Hidden within these metaphorical mythological stories is a jackpot of management lessons that can enlighten the most blind of us. Business Sutra is an eye opening and a refreshing way to teach the managers as to how to manage. "You needn't look beyond your backyard" is what seems to be the theme of the book is when it comes to Indian teams with an Indian approach. Though I agree that the way we Indians work and expect to be managed is different than the western world, this has long been identified in the "diversification at workplace" chapters of management studies. Nevertheless, the lucid, Indian way of presenting the ideologies of Indian management is what makes this book worth every penny. Reading this, I have yet another eye opening experience of the gaping mistakes that my managers are committing at workplace and how simple the solutions are. From the employee perspective I realise my share of responsibilities too. Said that, I hope managers in our industry read and implement the mantra of the distinctive Indian management methods. 1 of 1 people found the following review helpful. When Mind expand, Laxmi Grows that is the essence of Business Sutra By Hardikkumar Prajapati Most important book for my life. There was a time when I almost lost the faith on Hinduism stories. But after reading this book, I learned a lot from our stories. Almost thinking to re-read the book so I can understand it better. Dr. Devdutt really mastered the art of story telling. The way he explained the Laxmi, Durga and Saraswati. I almost understand the meaning of this tridevi in our life.. Drashti, Divya Drashi and Darshana. You gotta to read this book to get the absence of it. Again one more time amazing amazing amazing

In this landmark book, best-selling author, leadership coach and mythologist Devdutt Pattanaik shows how, despite its veneer of objectivity, modern management is rooted in Western beliefs and obsessed with accomplishing rigid objectives and increasing shareholder value. By contrast, the Indian way of doing business as apparent in Indian mythology, but no longer seen in practice accommodates subjectivity and diversity, and offers an inclusive, more empathetic way of achieving success. Great value is placed on darshan, that is, on how we see the world and our relationship with Lakshmi, the goddess of wealth. Business Sutra uses stories, symbols and rituals drawn from Hindu, Jain and Buddhist mythology to understand a wide variety of business situations that range from running a successful tea stall to nurturing talent in a large multinational corporation. At the heart of the book is a compelling premise: if we believe that wealth needs to be chased, the workplace becomes a rana-bhoomia battleground of investors, regulators, employers, employees, vendors, competitors and customers; if we believe that wealth needs to be attracted, the workplace becomes a ranga-bhoomia playground where everyone is happy. Brilliantly argued, original and thoroughly accessible, Business Sutra presents a radical and nuanced approach to management, business and leadership in a diverse, fast-changing, and increasingly polarized world.

About the Author Devdutt Pattanaik is a renowned author, mythologist and leadership consultant. He has written over thirty bestselling books, published several hundred articles and given numerous talks and presentations on Indian mythology, culture, business and management. He was formerly the Chief Belief Officer of the Future Group. He is currently a much sought-after speaker, leadership coach, management advisor and consultant on diversity and culture.