



Mantras for Success: India's Greatest CEOs Tell You How to Win

Suhel Seth, Sunny Sen

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Highly successful people live and swear by certain time-tested rules which they set for themselves. In *The Success Mantras of India's Greatest CEOs*, marketing wizard Suhel Seth and business journalist Sunny Sen distil learnings from twenty-one of the most influential business leaders of this century on what it takes to create some of the biggest and most powerful companies of not only India, but also of the world. The czars of Indian business—Ratan Tata, Mukesh Ambani, Adi Godrej, Sunil Bharti Mittal, Kumar Mangalam Birla, Sanjiv Goenka, Deepak Parekh, Kiran Mazumdar Shaw, Analjit Singh, Naresh Goyal, Kishore Biyani, P.R.S. 'Bikky' Oberoi, K.P. Singh, Aditya Puri, Atul Singh, Adil Zainulbhai, Rahul Sharma, Kunal Bahl, Pawan Munjal, Rajiv Memani and Aditya Ghosh—profiled in this volume have achieved extraordinary success in running companies ranging from manufacturing and banking to infrastructure and IT and consulting.

From Mukesh Ambani who exhorts, 'Don't target just growth, target exponential growth,' and Ratan Tata telling you to 'Challenge the unchallenged,' to Sunil Mittal encouraging 'Thinking transformational, not incremental,' and Kumar Mangalam Birla's reality check that 'Your attitude determines your altitude,' this book is required reading for anyone who wants to know how to succeed.

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