

WIN-WIN CORPORATIONS

The Indian Way Of Shaping Successful Strategies

SHASHANK SHAH

A look into the win-win corporations of India and how they are creating success and value for all

SELLING POINTS

- Very readable, full of exciting stories of companies.
- Great insights about these companies—author has been studying them for a decade.
- How companies turn adversities into win-win solutions for everybody.
- Companies profiled include L&T, Taj Hotels, HDFC Bank, Bharat Petroleum and HUL.

THE BOOK

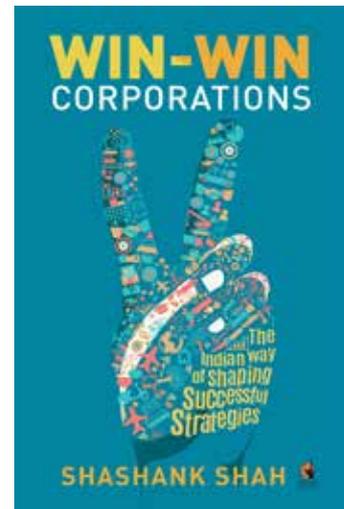
Why did Ratan Tata decide to pay for all the victims of 26/11 whether injured in the Taj or anywhere else? Why did HDFC's Aditya Puri insist that employees leave for home by 5.30 p.m.? How did HUL develop a cheaper, better product to beat its competitor, Nirma? What do Taj Hotels, HDFC, HUL, L&T and BPCL have in common? They are the win-win corporations! Based on over a decade of research, Shashank Shah takes these truly outstanding Indian

companies and studies how they do business.

Each of these companies has exceptional practices when it comes to stakeholder management. Whether the stakeholder is an employee, customer, investor, vendor or even society at large, these companies reveal how looking at everyone else's interests doesn't really mean compromising on your own. Often, the two complement each other and that is what makes a win-win solution for everyone. This book gives an inside look into what motivates exceptional companies and how they are a cut above the rest. Full of fascinating anecdotes, leadership philosophy and background stories of organizations, *Win-Win Corporations* is an inspiring read into what makes companies great.

THE AUTHOR

Shashank Shah is a visiting scholar at Harvard Business School and has a joint appointment as project director and fellow at the Harvard University South Asia Institute.



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