

Premji launches Jalebi Management

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Wipro Chairman Azim Premji, on Saturday, released international business strategy consultant Shombit Sengupta's book Jalebi Management.

Mr Premji, who spoke of his association with Mr Shombit, said the book, "Using Jalebi as a metaphor, Shombit takes us through social, cultural and historical perspectives, and he has a gripping story to tell." Indian Institute of Management (IIM-Bangalore) Professor Corporate Strategy and Policy S Raghunath said the book is for those who value unconventional, radical thinking that makes business sense in a changing society.

"The book is replete with anecdotes, reflections and analytical tools to connect with customers and consumers in the domestic market for foreign companies and in the international market for Indian companies," he observed.

"Shombit convincingly proposes a methodology for heightening customer sensitivity that creates alignment between all stake holders in creating products and services of aspirational value," he added.

Mr Sengupta said, "Through Jalebi Management, I hope to describe the different concepts practiced in corporate management in language that every one of us outside the world of business would understand."

"Jalebi Management" is Mr Sengupta's first book in English. He has also written two other books in French.