

Simple as jalebi!

July 12, 2007

Learn management the sweet way

Managing things is very much like a jalebi. This is what the title of Shombit Sengupta's book "Jalebi Management" symbolises. Released recently by Sheila Dikshit, Chief Minister of Delhi, the book equates the complexities of business and its management to the shape of a jalebi.

Shombit believes innovation and the nation's growth are interconnected. "Struggle pushes for innovation. Our people should think very innovatively and creatively so that our country can grow," says he.

Making 'INDIA' an acronym for innovative, nation, driving, inventive, action, the author said the country is the cosmos of art and culture. "Fusion of this art and culture are a part of society, without which business cannot work."

Appreciating the author's novel concept, the Chief Minister said, "We hope 'Jalebi Management' will help us to make Delhi one of the finest cities in the world."

The book received very palatable reviews from all the invitees. Columnist Gurcharan Das got so carried away that he compared reading "Jalebi Management" to actually eating a jalebi. Stressing the need for customer satisfaction mentioned in the book, Gurcharan said, "Satisfying your customers better than your competitors is the mantra of success, and this has aptly been described in this book."

At the end invitees were served jalebis in different flavours, including strawberry and mango!