

## Disentangling Pokes in Business

**Bangalore, Monday 24 March 2014:** Business that gets jabbed by competition, confronts inconveniences, stoppers and umpteen challenges is now provided a disruptive solution by **Shombit Sengupta's *Strategic Pokes – the Business Jalebi***. This new book was launched in Bangalore today by **Jacques Vincent**, Board Director and former Vice Chairman & COO of \$28 billion French worldwide giant, Groupe Danone.

"I went through different stages in reading *Strategic Pokes*; it challenged me, made me feel enthusiastic, bitter, seduced, moved, but never indifferent," said Mr Vincent who had appointed and worked with Shombit Sengupta, the author and international business strategy consultant to top management, since the mid-1980s on several Groupe Danone brands in different countries.

This second book in Shombit Sengupta's Jalebi Trilogy extracts the googly aspect of the jalebi while making it analogous to business. The jalebi's crookedness gives the strategic pokes. Why jalebi? According to Sengupta, it's perhaps the only sweet connecting poor and rich, old and young across heterogeneous India. His book sensitizes readers on the unsavoury pokes in business they are already experiencing implicitly. These pokes are varied, increasing every day and becoming sharper, both globally and locally.

**Subroto Bagchi**, Chairman of Mindtree and himself an author of business books, said on the occasion, "Shombit's mind is primal; he is a rainforest thinker. This book is an invitation to you to step into his mind and explore its synaptic charges. Raw, fresh, original. In the course of the journey, he delivers you the truth without seeking sophistication. He does not intellectualize, he gives you authenticity."

**S Raghunath**, Dean and Professor Corporate Strategy & Policy of IIM Bangalore said, "With a fine blend of live examples and a set of practical templates, Shombit makes a compelling case for placing deep customer sensitivity and insight at the centre of the strategy execution dialogue of the Indian industry that is striving to make a mark in the global market."

"This sequel to Sengupta's *Jalebi Management* book has very truly taken me on that same breathtaking journey of social insights he has picked up from around the world," continued Mr Vincent who is among the world's most admired corporate transformers.

Along with his Chairman, he co-disrupted the French conglomerate BSN from being in 18 different industries to converging into single focus Groupe Danone, now a world leader in dairy, spring water and baby nutrition and present in over 140 countries.

**Sonia Kumar**, Senior Vice President, Finance and Operations in Sage Publications, while welcoming the large gathering said the first Jalebi book urging Indian industry to seamlessly interconnect organizations like a jalebi was extremely well received by the market, and was confident this would be too.

**Abhijit Bhaduri**, author and Chief Learning Officer, Wipro Ltd was the MC who acknowledged that the book responds to today's generation that's always short on time and patience, with each of the 5 major chapters revealing several disruptive pokes on different business subjects.