

## SENGUPTA'S 'BUSINESS JALEBI' RELEASED AT KIIT

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in Bhubaneswar

Strategic Pokes — the Business Jalebi, a book of Shombit Sengupta, was unveiled by GoAir CEO Giorgio De Roni at KIIT University here.

“Shombit has very surprisingly used Jalebi’s mischievous connotation of being not so straight to illustrate the indirect detours business houses have to take to arrive at their selling point,” said De Roni releasing the book.

Published by Sage Publications, Response Business Books, this is the second book in Shombit’s Jalebi trilogy. “In Jalebi management, my first book of the Jalebi trilogy, I used Jalebi’s seamless interconnections to illustrate how Indian industry can compete and win globally by creating delicious bites for customers,” said Shombit. “In this book, I’ve used Jalebi’s opposite, dicey character to point out many negatives. For example, why does the poor with potential remain trapped? How can Indian business cater to the country’s demands, aspirations and expectations instead of mimicking the West?

The educated young are going after good marks, good degrees, good jobs and good salaries. The working class earning Rs 6,000 to Rs 30,000 is far superior as entrepreneurs, but they get no recognition or industry support with modern tools and machinery for their work. This book also suggests directions towards overcoming barriers.”

Strategic Pokes responds to today’s young generation that’s always short on time and patience. The book is divided into five major chapters, each with several disruptive pokes on different business subjects.

KIIT University VC Dr PP Mathur said, “After each miniature case-study, this book by Shombit evokes provocative questions in the minds of its readers. Very stimulating indeed.”

In his introduction to the book, Jean-Paul Larçon, Professor of International Business at HEC Paris School of Management said, “Strategy experts say that you can compete either on cost or on differentiation, but that if you try to do both at the same time, you might miss the target. Shombit’s book is the opposite of a dogmatic lesson. It is opening new avenues for sensing market opportunities and thinking about our companies’ future. It offers a very clear answer to the question of how to unleash the potential of Indian companies.”

“Certainly not by imitating the West, but on the contrary by developing creative strategies based on Indian-specific character, skills, and entrepreneurial talent.” Jalebi’s crookedness gives strategic pokes. The 307-page book is priced at Rs 425.