Global business served jalebi style in book

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Comparing the jalebi sweetmeat's unpredictable twists and turns to the predicament of global business is Strategic Pokes ~ the Business Jalebi, the new book of Shombit Sengupta that was released by Mr Giorgio De Roni, CEO, GoAir, at KIIT University, here yesterday. "Shombit has very surprisingly used the 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 Mr De Roni while releasing the book. "This book has such an international flavor that reading it I've discovered more about nuances of business in India than I have in the 3 years I've spent in this country", he added.

Published by Sage Publications, Response Business Books, this is the second book in Shombit Sengupta's Jalebi Trilogy. "In Jalebi Management, my first book of the Jalebi Trilogy, I used the jalebi's seamless interconnections to illustrate how Indian industry can compete and win globally by creating delicious bites for customers," said author Sengupta. "In this book, I've used the jalebi's opposite, dicey character to point out many negatives. "

Strategic Pokes responds to today's young generation that's always short on time and patience. The book is divided into 5 major chapters, each with several disruptive pokes on different business subjects. said Dr. P. P. Mathur, Vice Chancellor, KIIT University,
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 Sengupta'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.