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[The joy of achievement](#) TATA McGraw-Hill Publishing Company

The inside track to India's most powerful tycoons The eight business maharajas profiled here are among Asia's most powerful industrial tycoons, Their combined turnover runs into billions of rupees, and between them they employ some 650,000 people, while indirectly affecting the lives of millions more. Sip a cup of tea, drive to work, listen to music, build a house and the chances are that in these and a myriad other ways you are using products that they manufacture or market. By any yardstick, the achievements of these men would rank among the great business stories of our time. How did these men build their enormous empires? What are their management secrets? How did they thrive and prosper even as others failed? What is their vision for the future? Top business writer and industry insider Gita Piramal draws on exhaustive interviews and in-depth research to discover the answers to these and related questions in her profiles of the men who will lead the country's push to become an industrial superpower in the 21st century.

The Story of TATA Harper Collins

A Plan of Economic Development for India', aka the Bombay Plan, written in two parts and published in 1944 and 1945, generated widespread interest in India and abroad at the time of its publication. Its authors were none other than J.R.D Tata, G.D Birla, Purushottamdas Thakurdas, Kasturbhai Lalbhai, Ardeshir Dala, Lala Sri Ram, John Mathai and A.D

[Louis the Fourteenth and the Court of France in the Seventeenth Century](#) Penguin UK

A series of high-profile acquisitions, including Jaguar Land Rover and Corus Steel, together with the launch of the Nano (the world's first below US\$ 2500 car), is set to change our perception of India's oldest and most respected corporate brand. With a major international presence, in a variety of areas including steel, tea, chemicals, communications and software, Tata now stands 65th in the world brand valuation league: a truly global brand. But what is the Tata brand all about? What are its values? How do people perceive it, in India and around the world? In this absorbing and informed book Morgen Witzel digs into the heart of the Tata enterprise, describes its origins, how Tata's reputation and image evolved, and how the group has worked to transform that image into a powerful and valuable brand. Tata: The Evolution of a Corporate Brand goes to the core of the Tata ethos to explore the unique relationship between the Tata group and the Indian people, a relationship that goes beyond the achievements of a successful business to its social contributions for its employees and the society at large. Finally it asks how that reputation will be perceived and understood as Tata moves into global markets. Whether you're an entrepreneur, a manager, a marketer, or an interested Tata loyalist this book will help you understand the durability of the brand and inspire you with the values it holds onto in the global economy.

My Years with the Tatas Sagwan Press

The Golden age of Indian industry, as it now seems in retrospect, lasted from 1951 to '62. and industrialists of the lime were not afraid to think ahead and plan big. Among the entrepreneurs who led this Industrial resurgence, four were particularly outstanding, G.D. Birla, Walchand Hirachand, Kasturbhai Lalbhai and, J.R.D. Tata. Gita Piramal, author of the acclaimed Business Maharajas, sensitively recreates the Lives and Times of these four titans of industry. She draws upon hitherto untapped sources of information to Sketch her profiles, making hthis perhaps the closest Look at these legends this fair. Thought provoking and incisive. Business Legends is a compelling Account of ambition and achievement.

[Indian Videshinis: European Women in India](#) Rupa Publications

| LONGLISTED FOR THE TATA LITERATURE LIVE BUSINESS BOOK OF THE YEAR AWARD 2019 | | LONGLISTED FOR THE TATA LITERATURE LIVE BUSINESS BOOK OF THE YEAR AWARD 2019 | Immediately upon completing his DPhil degree, young Mukund Rajan came back to India and joined the Tata group as Ratan Tata's executive assistant. Over the next twenty-three years, as he worked closely with Ratan Tata, he got an inside view of the ups and downs, the controversies and achievements of the Tata group. In this book, his memoirs, he talks of what really went on during those turbulent times and how the Tatas pulled through each of these situations. Along with that, this book offers a close portrait of the enigmatic Ratan Tata from his longest-serving executive assistant. The Brand Custodian is a study of the Tata group's evolution and explains the relevance of the conglomerate to the world we live in.

[First among Equals](#) NBT India

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[How the Leaders of Tata Became Nation Builders](#) Harper Collins

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[The Learning Factory](#) Wentworth Press

'The Learning Factory is a book full of anecdotal stories that offers different teachings and lessons for students, business professionals, as well as those curious about the Tata way of business. This firsthand narration of interactions and incidents with Tata leaders gives a new insight into the group's leadership and strategy and helps better understand its value-driven business.' - Ratan Tata Founded in 1868 by Jamshetji Tata, the Tata Group symbolizes the great Indian story of hope, growth and phenomenal success. The group played the role of a nation builder in post-independent India. Its companies were headed by legendary chairpersons, all of whom firmly believed in the importance of continuously learning and growing. What can we learn from the individual stories that come together to form this inspiring narrative? Like all great successes, this isn't one story-it is many accounts that are so powerful that the whole is so much greater than the sum of all its parts. In The Learning Factory, Arun Maira narrates people-centric episodes that bring alive the values of the Tata Group, standards that combine the high-velocity practices as well as the old-fashioned principles that make the Tata Group the giant it is today. With insightful stories of conduct that are as practically implementable as they are inspiring, this is a blueprint for the individual as well as the business that seeks success through its community of leaders, workers and thinkers.

[Beyond the Giant](#) Penguin UK

An exhaustive and unforgettable portrait of India's greatest and most respected industrialist. Written with J.R.D. Tata's co-operation, this superb biography tells the J.R.D. story from his birth to 1993, the year in which he died in Switzerland. The book is divided into four parts: Part I deals with the early years, from J.R.D.'s birth in France in 1904 to his accession to the chairmanship of Tatas, India's largest industrial conglomerate, at the age of thirty-four; Part II looks at his forty-six years in Indian aviation (the lasting passion of J.R.D.'s life) which led to the initiation of the Indian aviation industry and its development into one of India's success stories; Part III illuminates his half-century-long stint as the outstanding personality of Indian industry; and Part IV unearths hitherto unknown details about the private man and the public figure, including glimpses of his long friendships with such people as Jawaharlal Nehru, Mahatma Gandhi, Indira Gandhi and his association with celebrities in India and abroad.

["Jeh", a Life of J.R.D. Tata](#) Bloomsbury Publishing

This is the first definitive biography of arguably India's most influential and powerful civil servant: P.N. Haksar, Indira Gandhi's alter ego during her period of glory. Educated in the sciences and trained in law, Haksar was a diplomat by profession and a communist-turned-democratic socialist by conviction. He had known Indira Gandhi from their student days in London in the late-1930s, even though family links predated this friendship. They kept in touch, and in May 1967, she plucked him out of his diplomatic career and appointed him secretary in the prime minister's Secretariat. This is when he emerged as her ideological beacon and moral compass, playing a pivotal role in her much-heralded achievements including the nationalization of banks, abolition of privy purses and princely privileges, the Indo-Soviet Treaty, the creation of Bangladesh, rapprochement with Sheikh Abdullah, the Simla and New Delhi Agreements with Pakistan, the emergence of the country as an agricultural, space and nuclear power and, later, the integration of Sikkim with India. This power and influence notwithstanding, Haksar chose to walk away from Indira Gandhi in January 1973. She, however, persuaded him to soon return, first as her special envoy and later as deputy chairman of the Planning Commission where he left his distinctive imprint. Exiting government once and for all in May 1977, he then continued to be associated with a number of academic institutions and became the patron for various national causes like protecting India's secular traditions, propagating a scientific temper, strengthening the public sector and deepening technological self-reliance. Successive prime ministers sought his counsel and in May 1987, he initiated the reconstruction of India's relations with China. He remained an unrepentant Marxist and one of India's most respected elder statesman and leading public figures till his death in November 1998. Drawing on Haksar's extensive archives of official papers, memos, notes and letters, Jairam Ramesh presents a compelling chronicle of the life and times of a truly remarkable personality who decisively shaped

the nation's political and economic history in the 1960s and 1970s that continues to have relevance for today's India as well. Written in Ramesh's inimitable style, this work of formidable scholarship brings to life a man who is fast becoming a victim of collective amnesia.

Reminiscences Penguin UK

Amit writes a riveting history of the Tata group and captures the sense of nostalgia associated with JRD Tata and the early industrial efforts. Importantly, Amit takes a contrarian view of the carefully cultivated image of the group, it's inflexion points and the family. Sampath "Sam" Iyengar PE Investor, Advisor & Former Global CEO The difference between an "Entrepreneur" and an "Investor" became more distinct to me after i read this book. While most Investors judge a company by its "data" an entrepreneur will mine that data, and Amit has done in his own unique and through manner, which I must say is very engaging and an eye opener. This book by Amit is has insights and revelations about the most trusted companies we have known in India. Pravin Malkani Architect and Entrepreneur, Mumbai A frank voice that opines in a no-holds-barred manner, he plays not only the single role of an author, but also that of part historian, part observer, part journalist, and part critic. Loaded with data, figures, graphs, and photographs, this quick handy guide about the Tatas is a researched compendium replete with analysis and commentary. Preeyam Budhia President - Business Development, Patton Group OK Tata is another example of what Amit does best - challenging perspectives. The book doesn't force its ideas on the reader, it rather keeps it open and lets the reader draw their conclusions. It has a bold take on Mr. Ratan Tata and the legacy surrounding him. Pick it up and you are guaranteed a roller coaster ride into the world of Tatas even though you may not agree with it all. Amit - you have done it again. Yeshaswi Ramaswamy Human Resources Professional

JRD Tata and the Ethics of Philanthropy Letters J.R.D. Tata

Sonia Gandhi, Princess Niloufer, Princess Durru Shehvar, Simone Tata, Sooni Tata, Saint Teresa The Mother, Margaret Cousins, Sister Nivedita Annie Besant, Jeanne Dupleix. What happened to Sonia Gandhi as she moved from the Italian born wife of the non-political son closer and closer to the centre of power? Before she became Mother Teresa, how did an Eastern European-born outsider in the Loreto order criticize 'memsahib' nuns and claim that she would renew Christianity in India in 1947? These are just two of the ten stories captured in this book that illuminate the careers and Indian identity formation of European born women and their deep, and sometimes controversial, influence on education, religions, spirituality, commerce and politics in India. For their Indian supporters and opponents, these women were both Indian and videshinis (foreign women); they were also non-British and thus separate from the colonial power. They may have been the last outliers of the intercultural contact around the freedom struggle, but their integration by Indians now holds a lesson in inclusivity for the country.

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Thomas Woolner, R.A., Sculptor and Poet; His Life in Letters India Viking

The first and only authorized biography on Tata Group including the Tata-Mistry legal battle, exclusive interviews with Ratan Tata, and never-before-seen photographs of the Tata family. In 1868, Jamsetji Tata, a visionary of his time, lit the flame that went on to become Tata and its group of companies. This business grew into an extraordinary one. One that some may even call 'the greatest company in the world'. Over the decades, the business expanded and prospered under the leadership of the various keepers of the flame, such as Sir Dorabji Tata, J.R.D. Tata and Ratan Tata, to name a few. But one day, the headlines boldly declared that the chairman of the board of Tata Sons, Cyrus Mistry, had been fired. What went wrong? In this exclusive and authorized book, insiders of the Tata businesses open up to Peter Casey for the first time to tell the story. From its humble beginnings as a mercantile company to its growth as a successful yet philanthropic organization to its recent brush with Mistry, this is a book that every business-minded individual must read.

[The Story of Tata: 1868 to 2021 an Authorized Account of the Tata Family and Their Companies with Exclusive Interviews with Ratan Tata](#) No Roli Books Private Limited

Biography of Jehangir Ratanji Tata, b. 1904, industrialist from India.

Letters Rupa Publications

Indian firms have grown explosively over the last two decades since India adopted wholesale neo-liberal policies in 1991. Nayak attributes the expansion of these Indian firms and their multinational businesses to the owners' ability to manoeuvre and mould key agents in the external environment rather than to the internal management of the firm.

Letters from a Cancer Survivor Penguin Books India

TATAllog presents eight riveting and hitherto untold stories about the strategic and operational challenges that TATA companies have faced over the past two decades and the forward thinking and determination that have raised the brand to new heights. From Tata Indica, the first completely Indian car; to the jewellery brand Tanishq; and Tata Finance, which survived several tribulations, TATAllog, written by a Tata insider, reveals the DNA of every TATA enterprise—a combination of being pioneering, purposive, principled and 'not perfect'.

From Torchbearers to Trailblazers Penguin UK

With over 100 companies offering products and services across 150 countries, 700,000 employees contributing a revenue of US\$100-billion, the Tata Group is India's largest and most globalized business conglomerate. The Tata name is known for salt, software, cars, communications, housing and hospitality. How did they come so far? How did they groom leadership, delight customers and drive business excellence? How did they maintain a brand and corporate values that are considered gold standard? A deep-dive into the Tata universe brings forth hitherto lesser-known facts and insights. It also brings you face-to-face with business decisions and outcomes that are most intriguing: - How did Tata Motors turnround Jaguar Land Rover when Ford failed to do so? - Why wasn't TCS listed during the IT-boom? - Why wasn't Tata Steel's Corus acquisition successful? This definitive book tells riveting tales and gives insider accounts of adventure and achievement, conflict and compassion, dilemmas and decisions across twenty-five Tata companies. With over a decade of rigorous research, interviews with 100 senior Tata leaders, and pan-India site visits, this book decodes the Tata principles of business. It's an exceptional blend of a business biography and a management classic.

Indian Multinationals Penguin UK

Letters J.R.D. Tatabooks catalog

REVIEW OF J R D TATA LETTERS AND KEYNOTE HARDCOVER FITSHOPORE

- Sure, Mike Disfarmer is a genius. He gets people quiet and lets them begin to show themselves. When they are quiet and together, he takes their picture. You have to see the book to understand the result. The other genius is Julia Scully. She saw the value of the photos, wrote an excellent afterword, made her selections, and produced a breathtaking book.

- This book is full of many wonderful ideas on how to achieve your own 'white' space. The effect is fresh and romantic, and somehow soothing. The images within are simply elegant. Lovely, and highly recommended!