

Indian Advice

You know, no one seems to have a great business book out right now. There just isn't anything that has captured the corporate imagination in recent years. The last big seller Funky Business is over three years old. So is there anything out there to inspire us? Happily, yes there is!

I have found the answer to all of you looking for a stirring good organisational development read. All the way from New Delhi.

Yes indeed! In the warren-like streets of that overcrowded metropolis, amid the hustle and bustle and the colourful ambience (read interesting odours) sits the mahatma of management! A man to make any HR professional's heart swell with pride.

A veritable Agatha Christie of organisational dynamics, our man in New Delhi doesn't do things by halves. He's got a management book to suit just about every situation – even some that have been invented yet. His rule? Keep it simple. Not for him the complexities of competitive marketing strategy or team-based conflict resolution. Oh no. He'd rather you settle down on the 08.30 to Mumbai with something that will do you a lot more good.

How about Simple Ways to Make Your Husband Feel Great or Simple Ways to Make Your Daughter Worldly-wise? Our scribe has books for sons and wives, plus volumes on stress, salesmanship, the family business and so on.

Retailing at around \$2 a time, these books are big earners and are selling like hot chappatis across the sub-continent. And maybe we should read them too. Just think of it, Apply our man's ideas (at a cost of about \$20 for the full set) instead of that \$200,000 consultant's report and you just never know what might happen, do you?

Those of you contemplating bringing your son into the business, consider this from To Make Your Son Good for Everything: "anyone can manage the USA or India, General Motors, Hindustan Motors or Sony, but to have a son you have to have sixth, seventh and ninth senses!" My goodness, George Bush must wish he'd read the one about daughters.

Having trouble getting your sales team motivated? Fear not. Splash out \$2 on Make Your Customers Happy, which entreats, "selling is

a noble profession. The customer is the boss. Sixty-eight percent of all customers quit because of an attitude of indifference towards customers on the part of some employee in the business. The customer is the profit, everything else is overhead."

WOW! You get not just ideas, but insightful, mathematically based data as well. In the last sentence you also get the benefit of an un-attributed quote from Peter Drucker.

Back to Simple Ways to Make Your Husband Feel Great. This volume could account for a lot of the reasons that many businessmen in Asia hang out in karaoke bars until after midnight. "Managing a husband," it counsels, "requires a proper blend of the skills and knowledge of tomorrow with the basic life values developed over centuries. Difficult maybe, but not impossible." Go on, have a try, why don't you ?

Under a lot of stress after trying to manage that husband? Don't worry about it anymore. For \$8 you can purchase Simple Ways to Reduce Stress, which offers the mind-bending suggestion that "stress is like a rosebush, it depends on how you look at it. Life is full of problems, some of them very prickly indeed."

The list goes on and on. All are from the powerful pen of Promod Batra, author, publisher and owner of Think Inc, and frequent advertiser in the All India Management Association News. Mr Batra is so confident of his range of self-help books that he offers and unconditional money-back guarantee.

So if you want to know more – and believe me this could save you thousands in consulting fees – skip along to G42 Nizamuddin West, New Delhi 110013, you'll even get 20 percent off for cash and carry.

Oh, just one other thing. A last title of our management bard caught the eye; Simple Ways to Keep Your Wife Happy, which promotes itself as, "the most difficult thing in life is to manage oneself, the next greatest challenge is to manage one's wife."

Poor Mr Batra. Does he take his own advice or not ? On the order form for all his wares it says : "Ordering Information. Please call Mrs Adarsh Batra." Apparently not.