

## *Book Review*

# **WINNING STRATEGIES FOR CORPORATE SUCCESS**

**Subhash Jagota**

**Excel Books, New Delhi, 2000, Page: 119, Rs. 150/-**

The book "Winning Strategies for Corporate Success" has been written with a view to inspire managers and motivate them to become Winners. The author is at his best while revealing his years of learning in various chapters of the book.

Corporate Managers will definitely find the contents of this book stimulating and thought provoking. I have done a Cover to Cover study of the book and I would like to share some of my observations in brief:

**"Corporate Leaders- A Winning Approach"**, the first chapter of the book, consists of the author's views on the need and method to acquire the Competitive Edge in the Corporate World. The author has very ably highlighted some critical success factors for an organization such as *Selecting the best Human Resource, A High Speed Culture, Compact Structure, Knowledge Management, Synergy of Resources.*

**"Dynamics of Success"** emphasizes the importance of change and adaptability. *Making Individuals a part of the Vision and Objective, Developing New Generation Business Leaders, Encouraging New Talent, Unleashing the Dormant Potential, Discovering Creativity* are some of the priorities listed by the author as tools to manage change.

**"Motivation for Enhancing Employee Morale"** brings to light the role of organization in developing individuals as self-starters. The emphasis is yet again on identifying the strengths of individuals and spotting talent in them. *Caring Approach, Career Planning and Career Growth, Celebrating Success at every milestone, Competency Development and Tangible & Intangible rewards* for good performance are some issues on which the author has directed our attention.

**"Developing Global Managers in a Cross-cultural Environment"** reflects the significance of developing Global Managers. The author talks about building an *Orientation to the Global Market, Incorporating a Universally Aacceptable Working Culture in the Organization, Thinking Beyond the Boundaries and Developing Strong Communication.*

**"Speaking to Influence"** spells an effective strategy for developing the art of communication and presentation. The author deliberates on the importance of studying the *psychology of the audience, thorough preparation, enthusiasm, body language, audience involvement and use of humor.*

**"Coping with Executive Stress"** is chronologically the last chapter of the book but bears the first priority in our lives. Author's fine description of the stress causing problems, the symptoms

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and remedies is of immense help to all Executives who are under the influence of some degree of stress. Author has touched some very basic issues of our lives such as *Treating the Family as the Foundation of our Success, Developing and Supporting our Subordinates, Listing our Priorities, Relaxing to what We like Best.*

In a nut shell, **Winning Strategies for Corporate Success** helps one discover the strategy for making Success a way of Life. Moreover, this book has been brought out in an extremely interesting and readable manner while suggesting ways for creating Winning Management. I really appreciate the view of the author on making work more fun and creating a challenging & conducive work environment for better results.

I congratulate Mr. Jagota on his commendable effort and wish him all the best in his future endeavors in this field. I hope he would continue to enlighten us through many such writings in the years to follow.

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***Past President, Delhi Management Association***

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