

The Elephant Paradigm India Wrestles With Change

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Gay Bombay Parmesh Shahani 2008-04-15 Through a multi-sited ethnography in an online-offline community, Parmesh Shahani examines how Internet technologies, the media industry, audiences and broader socio-historical contexts shape gay identity in contemporary urban India. He realizes that the identity of a gay man in the community is negotiated on the stability of the idea of Indianness. For readers across the world focused on India, Gay Bombay will serve as a memorable journey through various transitions in urban India.

Contaminations and Ethnographic Fictions Oscar Hemer 2020-01-06 In an unusual merging of academic and literary practices, this volume attempts to identify a form (or forms) that is congenial with the subject of interrogation: the world in transition, with South Africa as the main focal point. Approaching anthropology from the position of the literary writer, Oscar Hemer here takes the reader through a kaleidoscope of perspectives—a stream-of-consciousness understanding of “writing the city” of Johannesburg, embedding ethnography in subjectivity; a challenge to binaries both temporal and gendered in examining the growth of the IT metropolis Bangalore to a combusting mega-city; an auto-ethnographic interweaving of fictional reportage with a close-reading of anthropological and philosophical treatises, including Mary Douglas’s Purity and Danger and Edouard Glissant’s Poetics of Relation, among others—to interrogate themes of transition, identity, purity and variation in the Western Cape. As the form transcends boundaries to create a methodological hybrid, creolization comes to the fore as a theoretical concept and as cultural practice.

The Elephant Paradigm Gurcharan Das 2002 The Elephant Paradigm: India Wrestles With Change Is, Quite Simply, About An Ancient Civilization&Rsquo;S Reawakening To The Spirit&Mdash;And Potential&Mdash;Of Its Youth. Following Up On The Success Of India Unbound, Which Took Up The Process Of India&Rsquo;S Transformation In The 1990s From A Closed To An Open Economy, The Elephant Paradigm Ranges Over A Vast Area&Mdash;Covering Subjects As Varied As Panchayati Raj, National Competitiveness, And The Sacred And Philosophical Concerns Of The Average Indian Consequent To India&Rsquo;S Entry Into What The Author Calls The ‘Age Of Liberation’. While India May Never Roar Ahead Like The Asian Tigers, Das Argues, It Will Advance Like A Wise Elephant, Moving Steadily And Surely, Pausing Occasionally To Reflect On Its Past And To Enjoy The Journey. Gurcharan Das Employs The Essay Form To Sew Together Varied Facets Of This Remarkable Transition. Divided Into Three Sections, The Book First Establishes A Context For The Changes That Have Occurred, And Then Assesses How We Have Changed&Mdash;Or Not Changed&Mdash;In Our Public And Private Lives. As He Sweeps Over The Major Political, Social And Economic Developments, He Does Not Forget To Examine The Individual Beliefs And Aspirations That Underpin The Process. Crisp, Insightful And Witty, These Essays Capture Both The Disappointments And The Joys That Resulted From The ‘90S Revolution And Serve As An Essential Guide To The New India. &Nbsp;

Hinduism in India Will Sweetman 2016-05-23 A major contribution toward the ongoing debates on the nature and history of Hinduism in India Is Hinduism coherent, or should it be viewed as a conglomerate of many distinctive traditions? What were (or are) its most important and central teachings? When did the idea of “Hinduism” first arise and what have been the consequences? What were the effects of British rule on the religion and what are the effects of continuing modernization? This book responds to all such debates surrounding Hinduism in the colonial and contemporary periods. It emphasizes on Hinduism as it arose and developed in the subcontinent itself—an approach which facilitates greater attention to detail and an understanding of the specific context in which new movements and changes have taken place.

Competition Science Vision 2003-03 Competition Science Vision (monthly magazine) is published by Pratiyogita Darpan Group in India and is one of the best Science monthly magazines available for medical entrance examination students in India. Well-qualified professionals of Physics, Chemistry, Zoology and Botany make contributions to this magazine and craft it with focus on providing complete and to-the-point study material for aspiring candidates. The magazine covers General Knowledge, Science and Technology news, Interviews of toppers of examinations, study material of Physics, Chemistry, Zoology and Botany with model papers, reasoning test questions, facts, quiz contest, general awareness and mental ability test in every monthly issue. *Provisional Authority* Beatrice Jauregui 2016-11-28 Policing as a global form is often fraught with excessive violence, corruption, and even criminalization. These sorts of problems are especially omnipresent in postcolonial nations such as India, where Beatrice Jauregui has spent several years studying the day-to-day lives of police officers in its most populous state, Uttar Pradesh. In this book, she offers an empirically rich and theoretically innovative look at the great puzzle of police authority in contemporary India and its relationship to social order, democratic governance, and security. Jauregui explores the paradoxical demands placed on Indian police, who are at once routinely charged with abuses of authority at the same time that they are asked to extend that authority into any number of both official and unofficial tasks. Her ethnography of their everyday life and work demonstrates that police authority is provisional in several senses: shifting across time and space, subject to the availability and movement of resources, and dependent upon shared moral codes and relentless instrumental demands. In the end, she shows that police authority in India is not simply a vulgar manifestation of raw power or the violence of law but, rather, a contingent and volatile social resource relied upon in different ways to help realize human needs and desires in a pluralistic, postcolonial democracy. Provocative and compelling, *Provisional Authority* provides a rare and disquieting look inside the world of police in India, and shines critical light on an institution fraught with moral, legal and political contradictions.

The Indian Way John M Koller 2016-05-23 There is no other book that explains both the philosophies and religions of India in their full historical development. The Indian Way is accessible to beginning students, and does justice to the Indian tradition’s richness of religious and philosophical thought. Clear and powerful explanations of yajna and dharma, and appealing, intimate descriptions of Krishna, Kali, and Shiva allow students to read some of the great Indian texts for themselves.

Winged Faith Tulasi Srinivas 2010 "Tulasi Srinivas shows a superb ability to juxtapose contemporary theoretical concerns among scholars of globalization and transnational theory with ethnographic work done on a growing Indian tradition. Adept at negotiating the intricacies of many academic dialogues. Srinivas shows she is a polyglot intellectual."---Deepak Sarma, Case Western University The Sathya Sai global civil religious movement incorporates Hindu and Muslim practices, Buddhist, Christian, and Zoroastrian influences, and "New Age"-style rituals and beliefs. Shri Sathya Sai Baba, its charismatic and controversial leader, attracts several million adherents from various national, ethnic, and religious backgrounds. In a dynamic account of the Sathya Sai movement's explosive growth. Winged Faith argues for a rethinking of globalization and the politics of identity in a religiously plural world. This study considers a new kind of cosmopolitanism located in an alternate understanding of difference and contestation. It considers how acts of "sacred spectating" and illusion, "moral stake-holding" and the problems of community are debated and experienced. A thrilling study of a transcultural and transurban phenomenon that questions narratives of self and being circuits of sacred mobility, and the politics of affect. Winged Faith suggests new methods for discussing religion in a globalizing world and introduces an easily critiqued yet not fully understood community. "This is a wonderful book that can be read on two levels. One: as the fascinating story of how a religious movement spread from India throughout the world, with many vignettes that will stay in one's mind. And two: as a very instructive demonstration that cultural globalization is not a oneway process dominated by the West, but an interaction between cultures, with some processes going from East to West."---Peter L. Berger. Boston University

Contemporary Indian English Andreas Sedlatschek 2009-04-15 Contemporary Indian English: Variation and Change offers the first comprehensive description of Indian English and its emerging regional standard in a corpus-linguistic framework. Drawing on a wealth of authentic spoken and written data

from India (including the Kolhapur Corpus and the International Corpus of English), this book explores the dynamics of variation and change in the vocabulary and grammar of contemporary Indian English. The aims are to document the extent of lexical and grammatical nativization at the beginning of the twenty-first century and compare contemporary Indian English to other varieties around the world (for example British and American English). The results are relevant to sociolinguists, variationists and lexicologists seeking to investigate ongoing language change in emerging standard varieties of English. With its strong empirical foundation and its comparative outlook, the book is also of interest to anyone looking for an introduction to the corpus-based description of varieties of English.

Contemporary Indian English Poetry and Drama Sajalkumar Bhattacharya 2019-07-29 This anthology of essays maps the divergent issues that have become relevant in contemporary Indian English poetry and drama. By providing a clear idea about the new themes, techniques and methods used by the Indian English poets and playwrights to address the issues emerging in the changing socio-cultural scenario, particularly during the post-globalization period, the essays offer insightful observations on canon formation and its reception. It is high time to consider afresh whether the canons of Indian English poetry and drama have widened their scope to include innovative forms of writing or whether they have evolved significantly to generate novel perspectives. These questions, which are linked with the issue of canon formation and its reception are intricately woven into the fabric of these essays. This anthology will respond to the scholarly interests of inquisitive students, research scholars and academics in the field of Indian English literature.

The Argumentative Indian Amartya Sen 2012

The Elephant Paradigm Gurcharan Das 2002 Social changes in contemporary India.

Handbook of India's International Relations David Scott 2011-05-09 This Handbook gives an overview of India’s international relations, given the development of India as a major economic power in the world, and the growing interest in the impact of Asia on the international system in the future.

Edited by David Scott of Brunel University, and with chapters written by a variety of experts, the Handbook of India’s International Relations offers an up-to-date, unbiased and comprehensive resource to academics, students of international relations, business people, media professionals and the general reader. There is a pre-publication price on this title, the price rises to £150 three months after publication.

Rethinking India Vinay Rai 2005

Readings in Indian Sociology Anand Kumar 2013-12-31 Political Sociology of India, is a selection of essays on polity and society which represents outstanding contributions of three generations of eminent scholars about political sociology of India. The selected authors also include some of the leading lights of the Indian Sociological Society. The papers selected for the volume provide a holistic view of the major concerns and perspectives of eminent post-colonial sociologists as well as the range of diversities in conceptualizing and analyzing the complexities of Indian social formation.

Environment, Development and Sustainability in India: Perspectives, Issues and Alternatives Manish K. Verma 2021-03-18 This book provides a comprehensive account of asymmetric linkage in the trilogy of environment, development and sustainability and its impact on society. It examines varied perspectives and issues of development related to environmental destruction and sustainability challenges. By examining the recent trends of development and recording the dilemmas which are creating ecological imbalances, it explores some alternative ways of development to achieve sustainability. Divided into three parts, it has a broad canvass. The first section examines critically the ‘perspectives’ on ecology, practice and ethics, rural development and man-forest interaction in the metropolis. ‘Issues’ of dams, river, agricultural distress, environmental migration, eco-tourism, ecological conservation and land acquisition are assessed in part second. ‘Alternative’ means of development is explored in part third by incorporating chapters on the constructed wetland, biofuels, subsistence economy, water and traditional knowledge practice. This interdisciplinary book is of immense significance to academicians, researchers, postgraduate and graduate-level students of social sciences and environmental studies; policymakers, development practitioners and NGOs working in the area of environment and development.

Management in India Herbert J. Davis 2006-01-04 Over the last decade, globalization has had a tremendous and far reaching impact on Indian management culture, policy and leadership styles. Management in India presents the first comprehensive and indepth examination of the emerging changes in Indian management culture both at the macro and micro levels and their impact on domestic and multinational businesses based in India. Drawing on the talent of outstanding contributors, the editors of this book analyse how the Indian business scenario is changing rapidly, while the attitude towards and orientation and practice of management has been correspondingly slow to change. Indian managers have found it difficult to change policies both at the enterprise and the employee level to match an increasingly global and international environment.

Shaking the Globe Blythe J. McGarvie 2009-01-08 We live in a highly interdependent world where 95 percent of the world's consumers live outside the U.S. Two-thirds of the world's purchasing power is also outside the U.S. Shaking the Globe guides everyone on how to absorb the world's diversity and to build upon his or her global citizenship by using the FISO Factor? skills to transform themselves from a conventional leader into a courageous one.The new dynamics of global leadership--developing different competencies, curiosity and caring--must be learned. Shaking the Globe introduces the newly developed FISO Factor? Assessment Tool that can be used to evaluate a leader's ability to both Fit In and Stand Out - the ingredients necessary for leaders to make differences in their lives. Globalization is happening with or without you. To be a leader, you must learn how to take advantage of this opportunity. In this book, you will learn: How to transcend any existing biases and prepare for the new world in order to keep your business growing; Strategies to develop transformational global leadership skills in order to establish beachheads for future growth opportunities; and How to stimulate coordination and cooperation across national borders in order to create a lasting and rewarding relationship with people with whom you will be connected.

The India Way Peter Cappelli 2010-03-22 Exploding growth. Soaring investment. Incoming talent waves. India's top companies are scoring remarkable successes on these fronts - and more. How? Instead of adopting management practices that dominate Western businesses, they're applying fresh practices of their ownin strategy, leadership, talent, and organizational culture. In The India Way, the Wharton School India Team unveils these companies' secrets. Drawing on interviews with leaders of India's largest firms - including Mukesh Ambani of Reliance Industries, Narayana Murthy of Infosys Technologies, and Vineet Nayar of HCL Technologies - the authors identify what Indian managers do differently, including: Looking beyond stockholders' interests to public mission and national purpose Drawing on improvisation, adaptation, and resilience to overcome endless hurdles Identifying products and services of compelling value to customers Investing in talent and building a stirring culture The authors explain how these innovations work within Indian companies, identifying those likely to remain indigenous and those that can be adapted to the Western context. With its in-depth analysis and research, The India Way offers valuable insights for all managers seeking to strengthen their organization's performance.

Brand India Kanugovi Sreenath 2004 This book is a unique look at India as a brand by itself. How India grew to become a brand and how other countries perceive it form the focus of this book. It attempts to objectively assess the strengths and weaknesses of Brand India and tries to chalk o

Personal and National Destinies in Independent India Rositta Joseph Valiyamattam 2016-09-23 Personal and National Destinies in Independent India is an innovative analysis of the interface between individual lives and national history, between citizen and state in modern India, as reflected in contemporary fiction. It critiques the selected works of a host of distinguished Indian English novelists such as Gurcharan Das, Arun Joshi, Rohinton Mistry, Arundhati Roy, Meher Pestonji, Kiran Desai, Vikas Swarup, David Davidar, Aravind Adiga, Manjula Padmanabhan and Tarun Tejpal. The author offers a new interpretation

of twelve major novels with reference to the enormous framework of nearly seventy years of the history and politics, culture and economy of independent India. This is a study of fiction that re-writes the grand Indian narrative from a genuine, subaltern point of view and pays tribute to the heroism of ordinary Indians in times of extraordinary transformation. In these times of conflict and disparity which threaten democratic values, these novelists advocate an inclusive and humane India with a strong moral core instead of aggressive or elitist nationalism. They represent an era of painful introspection, an attempt to keep the soul of the nation alive. This unique project would be of interest to students and scholars of Literature, Political Science and History, especially Post-colonial studies. The vast scope of the time period, geographical expanse, social groups, writers and works covered here makes the work comprehensive and contemporary; very few such works on recent Indian history and fiction exist as of now.

India Grows At Night Gurcharan Das 2013-07-15 Indians wryly admit that ‘India grows at night’. But that is only half the saying, the full expression is: ‘India grows at night... when the government sleeps’, suggesting that the nation may be rising despite the state. India’s is a tale of private success and public failure. Prosperity is, indeed, spreading across the country even as governance failure pervades public life. But how could a nation become one of the world’s fastest-growing economies when it’s governed by a weak, ineffective state? And wouldn’t it be wonderful if India also grew during the day—in other words, if public policy supported private enterprise? What India needs, Gurcharan Das says, is a strong liberal state. Such a state would have the authority to take quick, decisive action, it would have the rule of law to ensure those actions are legitimate and finally, it would be accountable to the people. But achieving this will not be easy, says Das, because India has historically had a weak state and a strong society. About the Author Gurcharan Das is a well known author, commentator and public intellectual. He is the author of the much acclaimed *The Difficulty of Being Good*, and the international bestseller *India Unbound*, which has been translated into many languages and filmed by the BBC. His other works include the novel, *A Fine Family*, a book of essays, *The Elephant Paradigm*, and an anthology, *Three Plays*, consisting of Larins Sahib, Mira and 9 Jakhoo Hill. Gurcharan Das writes a regular column for a number of Indian newspapers including the Times of India and occasional guest columns for Newsweek, Wall Street Journal and Foreign Affairs. Gurcharan Das graduated from Harvard University and was CEO of Procter and Gamble India before he took early retirement to become a full time writer. He lives in Delhi.

India Andrew Robinson 2014-03-10 An incisive distillation of India's uniquely diverse history, from the the early Indus Valley to today with India as the world's largest democracy. The book places emphasis on individuals, ideas and cultures rather than on the rise and fall of kingdoms, political parties and economies. Anyone curious about a great civilization, and its future, will find this an ideal introduction, at times controversial, written by an author who has been intimately engaged with the subcontinent for almost four decades.

Understanding Cross-Cultural Psychology Pittu Laungani 2007-01-19 This unique textbook eloquently introduces students to international perspectives on cross-cultural psychology (both Eastern and Western cultures), adopting a truly accessible narrative approach throughout. The main thrust of the book’s content is to discuss the framework of culture, family structure, health, and bereavement. Intercultural interaction—and all of their intersections—and consideration are also given to methodological and ethical research issues and their application to differing cultures.

International Negotiation in China and India R. Kumar 2011-11-22 Negotiation is an important managerial skill. The ability to negotiate across cultures becomes even more challenging due to differences in institutional practices. This book explores how the institutional environment in India and China shapes their negotiating behaviour.

Caste, Social Inequality and Mobility in Rural India K. L. Sharma 2019-02-02 Caste, Social Inequality and Mobility in Rural India: Reconceptualising the Indian Village investigates and presents a holistic view of today’s rural India by analysing different social aspects such as caste, migration, mobility, education and inequalities. It further studies the village social structure comprising peasants, artisans, weavers and the middle class, and the role of education in reshaping the social life of rural people. It challenges current conceptualisation and understanding of caste as a system, caste mobility, caste-class polarity and country-town divide. This book also argues that caste as a system has ceased to exist, but caste persists discretely as a non-systemic means of appropriation for political and social ends. This interdisciplinary dynamic study reconceptualises the ‘village’ by explaining the emerging social trends and patterns of social stratification in contemporary rural India.

Bridging East-West Psychology and Counselling Roy Moodley 2008-08-01 This edited volume in honour of Dr Pittu Laungani, one of the leading cross-cultural psychologists of the West, brings together renowned names in the field of Psychology who critique Dr Laungani’s contribution from various angles. It explores the nature of cross-cultural psychology, counselling and psychotherapy, specifically attempting to build bridges between Indian philosophy and the Western approaches and methods. The various chapters consider interesting and challenging questions like culture and stress, traditional healing and Hindu spirituality, and caste, class and culture and their relationship to counselling psychology. The book will be of great interest to those teaching and studying courses on cross-cultural counselling and psychotherapy and also multicultural social work.

Asia's Giants E. Friedman 2005-12-01 This edited volume reconsiders the conventional wisdom, which argues that comparative performance (in economic, social, political, as well as diplomatic arenas) of China has been superior to that of India. The book brings together ‘new paradigms’ for evaluating the comparative performance of two countries. Essays show that if not outright wrong, conventional wisdom has proven to be overly simplified. The book brings out the complexity and richness of the India-China comparison.

Sideways on a Scooter Miranda Kennedy 2011-04-26 When twentysomething reporter Miranda Kennedy leaves her job in New York City and travels to India with no employment prospects, she longs to immerse herself in the turmoil and excitement of a rapidly developing country. What she quickly learns in Delhi about renting an apartment as a single woman—it’s next to impossible—and the proper way for women in India to ride scooters—perched sideways—are early signs that life here is less Westernized than she’d counted on. Living in Delhi for more than five years, and finding a city pulsing with possibility and hope, Kennedy experiences friendships, love affairs, and losses that open a window onto the opaque world of Indian politics and culture—and alter her own attitudes about everything from food and clothes to marriage and family. Along the way, Kennedy is drawn into the lives of several Indian women, including her charismatic friend Geeta—a self-described “modern girl” who attempts to squeeze herself into the traditional role of wife and mother; Radha, a proud Brahmin widow who denies herself simple pleasures in order to live by high-caste Hindu principles; and Parvati, who defiantly chain-smokes and drinks whiskey, yet feels compelled to keep her boyfriend a secret from her family. In her effort to understand the hopes and dreams that motivate her new friends, Kennedy peels back India’s globalized image as a land of call centers and fast-food chains and finds an ancient place where, in many ways, women’s lives have scarcely changed for centuries. Incisive, witty, and written with a keen eye for the lush vibrancy of the country that Kennedy comes to love, *Sideways on a Scooter* is both a remarkable memoir and a cultural revelation.

The Elephant Paradigm Gurcharan Das 2002-11-12 *The Elephant Paradigm: India Wrestles with Change* is, quite simply, about an ancient civilization’s reawakening to the Spirit—and potential—of its youth. Following up on the success of *India Unbound*, which examined the process of India’s transformation in the 1990s from a closed to an open economy, *The Elephant Paradigm* ranges over a vast area—covering subjects as varied as panchayati raj, national competitiveness, and the sacred and philosophical concerns of the average Indian consequent to India’s entry into what the author calls the ‘age of

liberation’. While India may never roar ahead like the Asian tigers, Das argues, it will advance like a wise elephant, moving steadily and surely, pausing occasionally to reflect on its past and to enjoy the journey. Gurcharan Das employs the essay form to sew together varied facets of this remarkable transition. Divided into three sections, the book first establishes a context for the changes that have occurred, and then assesses how we have changed—or not changed—in our public and private lives. As he sweeps over the major political, social and economic developments, social and economic developments, he does not forget to examine the individual beliefs and aspirations that underpin the process. Crisp, insightful and witty, these essays capture both the disappointments and the joys that resulted from the ‘90s revolution and serve as an essential guide to the new India.

Strong Families Around the World John DeFrain 2014-06-11 The strengths of families from culture to culture, when compared to each other, are remarkably similar and give us common ground around the world upon which to unite and develop mutual understanding. *Strengths-Based Research and Perspectives: Strong Families Around the World*, provides a conceptual framework for global family strengths, discussing the diverse strengths and challenges that families face regardless of location. This book presents 43 expert authors from 18 countries in all seven major areas in the world who explain what it means to be a family in the context of their country and the challenges their country faces in the world today. Focusing on the latest studies of similarities between strong families of different cultures, *Strengths-Based Research and Perspectives: Strong Families Around the World* presents a wide variety of disciplines, including family studies, family education, family therapy, modern languages, psychology, social work, sociology, cultural anthropology, and nursing. This insightful text centers on the Family Strengths Perspective, a paradigm that not only recognizes that there are problems in families today, but demonstrates clearly how these can be dealt with successfully. This valuable resource provides case study examples, quotations from literature and cultural mythology, tables, figures, and extensive references to give readers an in-depth understanding of the issues from strengths-based perspectives. Topics in Strengths-Based Research and Perspectives: Strong Families Around the World include: an introduction into the Family Strengths Perspective the International Family Strengths Model the propositions of the Family Strengths Perspective how the Family Strengths Perspective fits with other conceptual frameworks families from a global perspective a conceptual framework for understanding global family strengths and challenges Strengths-Based Research and Perspectives: Strong Families Around the World is useful as a text in marriage and family relationships classes, cross-cultural family patterns classes, strengths-based practitioner training classes, and family therapy and family educator training classes. This valuable resource will also be of great interest to family educators, family therapists, psychologists, social workers, nurses, and religious counselors.

Philanthropy in India Meenaz Kassam 2016-03-21 A vivid account of philanthropic practices in the Indian context. Philanthropy has a very long tradition in India. All practicing religions embody the idea of philanthropy and the concept of daanworks across religions and cultures. This book provides unique sociological and empirical perspectives, contrasting what is happening in India vis-à-vis other countries. It documents various government policies that have influenced philanthropy and identifies successful strategies practiced by the general population as well as organizations. Through case studies, narratives and interviews of philanthropists, the book examines various modes of giving—formal and informal, religious and secular, charitable trusts and foundations, NGOs and corporates, diaspora as well as social media platforms—that shape the practice and promise of philanthropy in India today. *Which Way Latin America?* Andrew Fenton Cooper 2009 At the time when a new administration in the United States is shifting gears in foreign policy, and the global crisis is leading many to question the very survival of capitalism as we have known it, Latin America is especially well-positioned to make the most of this new international conjuncture. This book provides a sharp, up-to-date analysis of the new sources of political power and allegiances in the region today.

Doing Business in India Rajesh Kumar 2016-03-01 The aim of this book is to analyze the nature of European and North American firms' business experience in India with a particular emphasis on understanding the causes of their successes and failure. Part of this is due to the fact that although India resembles the West in some ways, the institutional environment is radically different from that of Euro-American societies. Differences in culture, politics, the economy, and business structure all make it difficult for a Western manager to act accordingly. This book strives to offer Western managers the knowledge they will need to succeed in business in India.

Indian Books in Print 2003

Elite and Everyman Amita Baviskar 2020-11-30 This book examines the middle classes — who they are and what they do — and their influence in shaping contemporary cultural politics in India. Describing the historical emergence of these classes, from the colonial period to contemporary times, it shows how the middle classes have changed, with older groups shifting out and new entrants taking place, thereby transforming the character and meanings of the category. The essays in this volume observe multiple sites of social action (workplaces and homes, schools and streets, cinema and sex surveys, temples and tourist hotels) to delineate the lives of the middle classes and show how middle-class definitions and desires articulate hegemonic notions of the normal and the normative.

Branding-Paradigms And Prognostications Tapan K Panda 2005-04-30 This timely collection of papers is a very welcome and an important step towards putting India on the worlds brand management knowledge map Samit Sinha, Managing partner, Alchemist Brand Consulting It is all about building the right brand. However re

Building Brands in the Indian Market Tapan Kumar Panda 2004 How are brands built? Is an advertising campaign capable enough to build a brand? What are the criteria for making a brand successful? Is building and managing a brand in India different than elsewhere? How Customer Relationship Management shapes a branding paradigm? Do extensions dilute the master brand????Many more intriguing questions answered in this book by researchers, academicians, CEOs, brand gurus and consultants.

Poetry, Politics and Culture Akshaya Kumar 2014-03-14 This book maps the journey of the Indian poetic imagination—in Hindi, Panjabi and Indian English—from its original quasi-spiritual longings to its activist interventions in the public domain. As Indian poetry of the post-1990s gravitates towards a non-Orientalised postcolonial nationalism, it seeks to rewrite and disseminate the shifting coordinates of nationalist imagination in terms of the dissent of the subaltern discontents of the nation. The book is interdisciplinary: it studies Indian poetry from the new emerging imperatives of postcolonialism, new historiography (subaltern, dalit and diasporas), nationalism, and cultural studies. Covering the two major north Indian languages—Hindi and Punjabi—along with poetry in Indian English, the book is a close textual study of about 150 poetry collections in these languages. It is path-breaking in its study of secular poetry written in the so-called vernaculars, with critical attention to its participation in the political as well as cultural processes of nation-making. This cutting-edge book should be of interest to scholars of Indian writings in English, Hindi and Panjabi, gender studies, dalit and diaspora studies, postcolonial poetry and to students reading South Asian literature and culture.

India and the IT Revolution A. Greenspan 2004-10-08 The 'Indian Techie' has become a global icon, taking its place alongside McDonalds and MTV as one of the key symbols of contemporary globalization. India and the IT Revolution explores the contemporary emergence of cosmopolitan, high-tech India as marking the arrival of a truly global cyberculture. It argues against the notion that globalization is a process of 'Westernization', which radiates out unilaterally from the core, imposing itself upon a passive, backward periphery. Instead, it conceives of global culture as a dynamic, innovative network, which proceeds primarily from its edges.