

Spotlight on Tata

On 16 November, at an exclusive session of the Tata Literature Festival at NCPA in Mumbai, the cover page of *The Tata group: from torchbearers to trailblazers* by **Dr Shashank Shah**, visiting scholar, Harvard Business School, was launched. “The world of the Tatas has always fascinated the researcher in me. Unlike most other business groups, for 15 decades, their leadership philosophy has blended the capitalist spirit with socialist primacies; and combined global best practices with Indian values,” says Shah. In his decade-long research on the Tata group, Shah provides a highly engaging account of the Tatas’ journey from the Victorian Era to the 21st century. The book explores



insider accounts of adventure and achievement, conflict and compassion, perseverance and performance across leading group companies. The 400-page book reflects a rigour of data, insights and analysis rarely seen in contemporary writing. It complements facts with anecdotes, business with politics, leadership with values and strategy

with sustainability with an appealing narrative that is enjoyable for practitioners, academics and entrepreneurs alike. Based on Shashank’s personal interviews with over a hundred Tata leaders during the last 10 years, the book features rare inputs from the likes of Chairman Emeritus Ratan Tata, R.K. Krishna Kumar, R. Gopalakrishnan,

S. Ramadorai, F.C. Kohli, Ishaat Hussain, Jamshed Irani, Bhaskar Bhat, R. Mukundan and dozens more. Harish Bhat, brand custodian, Tata Sons, marketing guru Rama Bijapurkar, and leading journalists Govindraj Ethiraj and Vinay Kamath had an animated discussion on the theme Tata@150 that followed the cover launch. ♦