

Unravelling Tata Group's history

TRIBUNE NEWS SERVICE

CHANDIGARH, JANUARY 5

Touring book stores across India to promote his new book, "The Tata Group: From Torchbearers to Trailblazers", published by Penguin, author Shashank Shah will be in Chandigarh's Capital Book Store, English Book Shop and The Browser on Monday.

Shah is a leader in the fields of stakeholder-centric business strategy, corporate responsibility and sustainability and has been a visiting scholar at Harvard Business School, Copenhagen Business School and a consulting editor with the Business India Group.

Published in 2014-15, his first book "Soulful Corporations" reflected on the corporate social responsibility, following which he released his second novel "Win-Win Corporations".

Talking about his new

book, Shah said he was tempted to furbish the position and standing of Tata Group in contemporary times. "It's the 150th anniversary of Tata Group this year. The last major book written on the company was in 1992 and there wasn't much about the company on its recent history; much has happened since then. I have interviewed over 100 Tata leaders and visited the archives, manufacturing locations in different cities and have referred to over 1,500



Shashank Shah

sources, including the company's media coverage and international research papers on it," he said.

Shah will be available at the Capital Book Store at 12 noon, The English Book Shop at 12.45 pm and the Browser at 1.30 pm for book signing. He will also be setting off to Delhi to attend the International Book Fest.