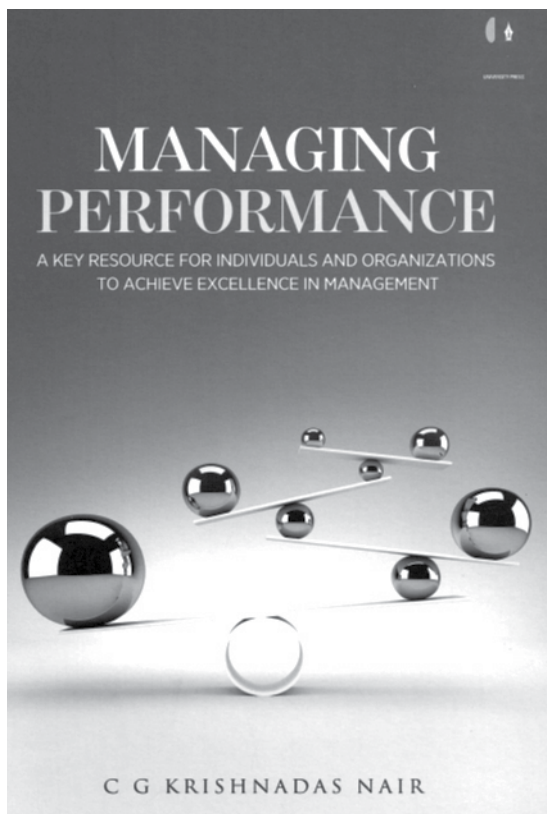


## BOOK REVIEW

## QUEST FOR SUCCESS



This book covers actionable techniques and addresses fundamental 'how to dos' that every manager and organisation grapples with. A consummate professional with vast experience in leadership roles in the industry, the author expertly melds his own experiences with case studies and research to design innovative solutions for dilemmas that can hinder growth and performance of people and organisations. The readers would find *Managing Performance* an invaluable handbook and a priceless ally to aid them in their quest for success.

"*Managing Performance* is a very relevant read in today's corporate world and brings together the author's experience in the public and private sector as well as the academia.

**Mr. V. Srikumar**

National TMT Leader,  
Deloitte Hskins & Sells

"Long term socio-economic growth continues to lie in managing individual and company performance through strong fundamentals. This book is an excellent narrative to define and quantitatively and qualitatively capture these fundamentals."

**Chetan Anand**

Director, Pricewaterhouse Coopers Pvt. Ltd.

**How to get the book:**

**The book can be bought from Jain University Press, or from Society of Indian Aerospace Technologies & Industries [Mr.N.Gopalakrishnan, e-mail id: [office@siati.org](mailto:office@siati.org) Mob: 9663822386.**

TRANSFORMATION REQUIRED	
From	To
Competitive survival of the fittest	Co-operative Survival of all
Self Interest	Common good
Separatism/Parochialism	Universal Brotherhood
Gluttonous Exploitation of Nature	Protection of Environment & Sustainability
Greed	Need
Rights & Privileges	Responsibility & Accountability
Owner wealth focussed	Society & welfare focussed
Profit sole objective	Profit & Value Addition to Society
Envy / Jealousy/ Vanity	Team work, Humility
Temporary & Calculative Networking	Sincere long term mutually rewarding relations
Anger & mistrust	Trust & Compassion
Static	Innovative & Creative
Sloth / Red Tape	Dynamic / Mission oriented

Reference: "Corporate Governance and Quality Management"- Management Topics, by Dr. C. G. Krishnadas Nair. Harisree Publications (2005) ISBN No. : 81-901862-3-X

## **Appeal for Donation to support and sustain the Society for Professional Ethics and Management**

The Society for Professional Ethics and Management (SPEM) was founded to create awareness among Professionals and Students on the need and benefit of adhering to principles of ethics. Our chief patron is former Chief Justice of India, Honorable Shri.MN Venkatachaliah. The Society is registered as a Charitable Trust u/s 12AA R/w Section 12AA(1)(b)(i) of the Income Tax Act 1961 and accounts are audited by Chartered Accountant each year. The donation will be eligible for tax exemption U/s 80G (5)(vi) of the IT Act 1961. The core objective of the Society is promoting awareness on values and ethics and their practices in profession/career/corporate and public governance, preservation of moral values and ethics in social life, respect to Nature, Environment & Sustainable development. The Society is publishing a quarterly journal, the 'Asian Journal of Professional Ethics & Management' in print media and electronic media. The Journal has been internationally recognized vide ISSN No.2349-1434 for print media and ISSN No.2348-8220 for online media. The Society organizes: Seminars /Workshops/Essay competitions/Creative camps as well as other outdoor activities and Leadership Lectures by eminent personalities. *You may logon to the following websites for more information: Website for Society: [www.ethicsasia.org](http://www.ethicsasia.org)/Website for Journal: [www.ethicsasiajournal.org](http://www.ethicsasiajournal.org).* You are invited to become a onetime Life Donor Individual or Institution to support the Society. The amount of Donation and Privileges for each category are given below:

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"The beauty and charm of selfless service should not die away from the face of this earth. The world should know that a life of dedication is possible; that a life inspired by love and service to humanity is possible."

**AMMA**

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