

टाटायन [Tatayan] By Girish Kuber **टाटायन [Tatayan] pdf merger** These peeps into the lives of the members of the Tata family formed an interesting part of the narrative and sought to break the monotony of what is otherwise an historical account. **टाटायन [Tatayan] booking** The book is written within a broad chronological framework but the author does move to and fro in time and space within the chapters.

टाटायन [Tatayan] booking

The Tatas is the story of one of India's leading business families. **टाटायन [Tatayan] pdf editor** It starts in the nineteenth century with Nusserwanji Tata - a middle-class Parsi priest from the village of Navsari in Gujarat and widely regarded as the Father of Indian Industry - and ends with Ratan Tata - chairman of the Tata Group until 2012. **टाटायन [Tatayan] epub file** The National Centre for the Performing Arts the Tata Cancer Research Centre the Tata Institute of Fundamental Research - the list about the Tatas' contribution to India is a long one. **टाटायन [Tatayan] pdf merger** BUILDING ONE OF THE WORLD'S BIGGEST BUSINESSES—AND MUCH MORE The sheer number of businesses the Tata family has built over the years is extraordinary and includes many of India's most iconic institutions. **टाटायन [Tatayan] pdf drive** All told the Tatas have established more than 100 companies including Tata Consultancy Services Tata Steel Tata Motors (including Jaguar and Land Rover) Tata Chemicals Indian Hotels Company (including Taj Hotels) Tata Power Company and Air India. **टाटायन [Tatayan] booker** He himself gave a total equivalent today to more than \$100 billion in his lifetime making him the world's most generous philanthropist (yes even more so than Bill and Melinda Gates). **टाटायन [Tatayan] epub air** From Jamshedji Tata ; who was the founder of Tata Empire (he was contemporary to Rockefeller a business tycoon from US who establishes the petroleum industry) to Ratan Tata ; who recently retired from the chair of president of Tata group in 2012. **टाटायन [Tatayan] pdf filler** टाटायन [Tatayan] The Tatas: How a Family Built a Business and a Nation By Girish Kuber The writer of this book is the Editor of Loksatta and writes frequently in the Indian Express. **टाटायन [Tatayan] kindle** One of things which I would like to say about this book is it surpasses all the set standards to let the masses know what Tata Group - an Indian Multinational Conglomerate has been for India. **टाटायन [Tatayan] pdf** So if you are going to read this one - which I think you should - forget not to google "Tatas' family tree" as this book gives fair space to each and every stalwarts of the Tata Group and the Tata Sons. **टाटायन [Tatayan] ebooks online** टाटायन [Tatayan] For a person like myself who has only a vague idea about the role the Tatas play and have played for more than a century in building Indian corporate culture industry society and so much else this book was a good primer. **टाटायन [Tatayan] pdf escape** Always claiming that they conducted all their business with the utmost perfection whereas everyone else is mired in scandals and corruption well this was not really always convincing and it actually detracted from the admiration one might feel for a company that has been a major pillar in Indian history. **टाटायन [Tatayan] epub.pub** Not one negative issue worth elaborating upon? Even episodes in popular memory like the Nira Radia controversy or the Mistry-Tata fight are passingly mentioned as if they were issues not worth the reader's time. **टाटायन [Tatayan] pdf** The book begins by capturing the toddler steps taken by Nusserwanji then moving on to the pace and firm grounding provided by Jamsetji and finally the long strides taken by JRD Tata and Ratan Tata. **टाटायन [Tatayan] kindle** Rising from the regional to the national and finally to international level amidst the occasional crisis arising from within the group and sometimes without which worked really well for me, I was not sure about this book and I thought it would be boring because of being all-facts: **टाटायन [Tatayan] epub.pub** The book is a page-turner and one feels like watching a movie or a documentary on the subject. **टाटायन [Tatayan] ebook reader** And that makes me say that the translation (from the original Marathi) has been done brilliantly: **टाटायन [Tatayan] booker** There are several bits of information about the Tata family and personal lives of the famous Tata figures. **टाटायन [Tatayan] booker** But it is more than just a history of the industrial house; it is an inspiring account of India in

the making, **टाटायन [Tatayan] pdf converter** It chronicles how each generation of the family invested not only in the expansion of its own business interests but also in nation building. **टाटायन [Tatayan] ebook3000** For instance few know that the first hydel project in the world was conceived and built by the Tatas in India, **टाटायन [Tatayan] booking** Nor that some radical labour concepts such as eight-hour work shifts were born in India at the Tata mill in Nagpur, **टाटायन [Tatayan] pdf editor** A bestseller in Marathi when it was first published in 2015 this is the only book that tells the complete Tata story over two hundred years. **टाटायन [Tatayan] booklet** टाटायन [Tatayan]Rtc टाटायन [Tatayan] With a population of 1. **टाटायन [Tatayan] ebookee** 38 billion and the fifth largest economy in the world India is a giant among nations, **टाटायन [Tatayan] pdf converter** Yet a single family has played an outsize role in building the economic engine that makes India what it is today, **टाटायन [Tatayan] pdf editor** In no other large nation has any family loomed so large in modern history as the Tata family has in India. **टाटायन [Tatayan] booklet** Their two-century story is the subject of newspaper editor Girish Kuber's eye-opening 2019 biography The Tatas. **टाटायन [Tatayan] epub** Every one of these businesses is a multi-billion-dollar enterprise: **टाटायन [Tatayan] pdfescape** The Tata Group as a whole employs 935000 people and has a current market cap of \$311 billion: **टाटायन [Tatayan] booklet** But two-thirds of the Tata Group's stock is held by various philanthropic trusts established by the family. **टाटायन [Tatayan] epub** The pioneer industrialist who founded the firm Jamsetji Tata (1839-1904) set the pattern for the family, **टाटायन [Tatayan] booking** To date the family's many trusts have contributed a total of \$832 billion to charity: **टाटायन [Tatayan] pdf merger** No other institution comes even remotely close to that record, **टाटायन [Tatayan] bookworm** PRACTICING CORPORATE SOCIAL RESPONSIBILITY Tata family enterprises are extraordinary in another respect as well. **टाटायन [Tatayan] pdf editor** Some people who found successful companies turn to philanthropy late in life after having amassed fortunes through cut-throat competition, **टाटायन [Tatayan] pdfiller** By contrast the Tatas have always placed humane values at the top of the agenda in running their businesses: **टाटायन [Tatayan] ebook** For example the family pioneered "the world's earliest worker welfare policies: **टाटायन [Tatayan] epub.pub** " And they consistently treated their employees well over a century and a half of operations, **टाटायन [Tatayan] booking** The Tatas practiced Corporate Social Responsibility (CSR) nearly a century before the term came into use. **टाटायन [Tatayan] booklet** UNFORTUNATELY THIS BOOK IS DEEPLY FLAWED Girish Kuber writes in Marathi a language spoken largely in southwestern India, **टाटायन [Tatayan] ebookee** Unfortunately the result is an account that reads as though it was written by an adolescent who learned English as a third language, **टाटायन [Tatayan] ebook3000** To make matters worse the translator sprinkled exclamation marks throughout the text as though some unremarkable declarative sentence every page or two deserves wide-eyed attention, **टाटायन [Tatayan] publishing** It's also notable that the author barely mentions the Tata family's religion: **टाटायन [Tatayan] pdf merger** They are Zoroastrians—originally ethnic Persians called Parsis in India: **टाटायन [Tatayan] kindle** Although some of the major figures in the family over the past century and a half have married outside their faith most have not, **टाटायन [Tatayan] ebook3000** And it's a mistake to overlook the influence that the Parsi emphasis on charity has played in their commitment to using their accumulated wealth to benefit the Indian public, **टाटायन [Tatayan] ebookee** ABOUT THE AUTHOR Girish Kuber is an Indian journalist and author who is the author of at least five books. **टाटायन [Tatayan] pdfiller** Kuber is the editor of the daily Marathi-language newspaper Loksatta, **टाटायन [Tatayan] booker** The Indian Express Group publishes the paper in nine cities in the state of Maharashtra India including Mumbai and Pune, **टाटायन [Tatayan] kindle** टाटायन [Tatayan] Easy and interesting writing which is must for business books, **टाटायन [Tatayan] pdf converter** Sometimes the content is repeated while describing each Tata characters individually, **टाटायन [Tatayan] ebook reader** The writer should have explained the relationships between Tatas more thoroughly: **टाटायन [Tatayan] epub.pub** I was quite confused about Ratan Tata since there are three of them in this book. **टाटायन [Tatayan] ebook3000** टाटायन [Tatayan] 'Tatayan'

is complete story of Tata Family, **टाटायन [Tatayan] pdffiller** There is kind of negative feeling in common public against industrialist in India. **टाटायन [Tatayan] kindle** especially after Independence in nehruvian era there was a complete socialist hangover because of it everything which is capitalist is bad was the common notion in the society: **टाटायन [Tatayan] ebook reader** Without Tata group of Industries it was impossible to fulfill the dream of Pundit Nehru of modern India: **टाटायन [Tatayan] epub.pub** Tata family is bounted freely with the vision of technology and innovations: **टाटायन [Tatayan] ebookers** Today Tata has occupied every house of India from slum to multi storied towers. **टाटायन [Tatayan] bookkeeping** Tea Salt Steel Watch Car Truck Mobile in every household and list is never ending. **टाटायन [Tatayan] booklet** Apart from this productions noteworthy thing of Tata family is they had never forget their roots and social responsibility: **टाटायन [Tatayan] ebooks online** Their contribution in the establishment of Indian Science Institute Atomic research center Tata institute of Social science and so many is very much Important: **टाटायन [Tatayan] ebookers** this complete saga of Tata's is beautifully narrated by author Girish Kuber (editor of Loksatta). **टाटायन [Tatayan] epub file** According to best of my knowledge this is only book which can depict the story of TATA family among all Indian Languages, **टाटायन [Tatayan] pdf converter** □The writer portrays the perfect picture about how JRD struggled and did his best in the country where the leaders happened to had socialist ideology: **टाटायन [Tatayan] pdf merger** for whom profit making should not be an objective of any enterprise: **टाटायन [Tatayan] epub.pub** The reason being more than one person having the same name, **टाटायन [Tatayan] bookworm** In addition to that it is not written in a chronological order: **टाटायन [Tatayan] bookkeeping** - I won't say each and everything mentioned in the book is 100% true as cross checking is what every Non-Fiction deserves: **टाटायन [Tatayan] pdf #Books #Bookstagram #Tatas #Business टाटायन [Tatayan]** Tata group was founded by Jamsetji Tata who's a nationalist having an ambition to create social wealth in country through business, **टाटायन [Tatayan] publishing** The same culture has been abided by the Tata group for over 150 years putting nation and employees first over their business, **टाटायन [Tatayan] booking** But I found it way too flattering lacking any critical approach to controversial issues that the conglomerate faced at different stages of its evolution. **टाटायन [Tatayan] epubs** टाटायन [Tatayan] I always appreciate reading about Tata - True business house in India. **टाटायन [Tatayan] epubs** Recently someone gifted me a book about Tata in Marathi language: **टाटायन [Tatayan] bookkeeping** The book is very focused on business and growth of Tata Group, **टाटायन [Tatayan] publishing** This book gives information from Nursewanji Tata founder of Tata empire till Ratan Tata who retired recently and now Mr: **टाटायन [Tatayan] ebook** Tata always had amazing business sense but they never focused only on profit, **टाटायन [Tatayan] booker** Sometimes Tata spent from their own pocket to retain that trust of investors, **टाटायन [Tatayan] ebooks online** It is very rare that entire family shares the same passion and vision for business as the founder. **टाटायन [Tatayan] epubs** टाटायन [Tatayan] Was the book sponsored by the Tatas? Almost looked like it. **टाटायन [Tatayan] epubs air** Not one word of criticism or critical analysis of any kind: **टाटायन [Tatayan] kindle** Actually scratch that the book is reverential toward the Tatas, **टाटायन [Tatayan] publishing** The author elevates the Tatas to a status akin to some demigod. **टाटायन [Tatayan] ebooks online** The Tatas are a great industrial house one which every industrialist worth his salt admires and envies in equal measure. **टाटायन [Tatayan] epubs air** Lest this review be construed as a gutter inspector's report the book is episodically exhaustive tracing the Tata family history from the beginning, **टाटायन [Tatayan] bookkeeping** But the largest industrial house in the country has not one bad apple. **टाटायन [Tatayan] pdffiller** In conclusion pick the book up only if you want to read some grandstanding eulogy of the Tata Sons, **टाटायन [Tatayan] booking** टाटायन [Tatayan] The Tatas traces the 200 year old legacy of India's one of the biggest business families. **टाटायन [Tatayan] pdffiller** Right from the birth of Nusserwanji in 1822 to the present chairman Natrajan Chandrasekaran this book encapsulates the journey that the Tatas have undertaken: **टाटायन [Tatayan] epub reader** Parallel to the story of the Tatas runs the story of India so that the book

depicts how the building of a business impacted the building of a nation. टाटायन [Tatayan] pdf editor The account of the family and its business skills presented here in this book is awe-inspiring. टाटायन [Tatayan] epub I feel the author's account of the history was objective to a large extent especially the period before JRD Tata, टाटायन [Tatayan] kindle However I feel that in the later period that is the contemporary times the Tatas were being presented in an all-good-and-always-good light. टाटायन [Tatayan] epub air Besides that I feel that had there been more of personal stuff the book would have been even more interesting. टाटायन [Tatayan] pdf editor Nevertheless it was a great read for me and I enjoyed it thoroughly[1]

The Tatas represent the power of conviction. But I was wrong. It always felt as if I were reading an original work. The book has been translated into English. Clearly the translator was not a native English speaker. The book is full of awkward phrasing and grammatical errors. He writes in Marathi. The paper's reported circulation is around 347000. Tata industry is always exception to this. you can see the Tata products. But it is a bit complex. P.S. True inspiration for countrymen. Still a good book with plenty of interesting details. I thoroughly enjoyed reading about Tata and their businesses. Author has handled all the details very well. It is written in a simple language. Cyrus Mistry is heading Tata group. For all leaders from Tata group put people first. They always considered all their employees as their family. Always treated janitor and CEO with the same warmth. Tata's were always ahead of time in their business decision. For investors in Tata companies Tata is equal to trust. Entire business community had faith in Tatas. Tata is one of them. Truly inspiring book. Don't get me wrong. Not one controversy. I maybe wrong but this is what I felt. My Rating: **** (4/5)~Originally published on <https://booksnmyself.wordpress.com> टाटायन [Tatayan]



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