



# Managing radical change: What Indian companies must do to become World-class

*Sumantra Ghoshal*

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**Managing radical change: What Indian companies must do to become World-class** Sumantra Ghoshal  
What Indian Companies Must Do to Become World-Class An invaluable roadmap for Indian executives who strive to excel Winner of the DMAEscorts Book Award 2000 Managing Radical Change: What Indian Companies Must Do to Become World-Class looks at what companies in India must do to rank among the best in their strategy, organization and management. The authors, internationally acclaimed management gurus Sumantra Ghoshal and Christopher A. Bartlett and industry insider Gita Piramal, say that managers are aware of the need for a radical response to the problems and challenges posed by the new competitive, technological and market demands in India. But, believing that change can come only by degrees, they hesitate to initiate action.

The key purpose of this book is to make managers believe that radical performance improvement is possible. Ghoshal, Piramal and Bartlett feel that managers are the best teachers of managers, and so Managing Radical Change is a distillation of lessons offered by people as diverse as N.R. Narayana Murthy and Brijmohan Lall Munjal, Keki Dadiseth and Dhirubhai Ambani, Azim Premji and Rohinton Aga, Lakshmi Niwas Mittal and Subhash Chandra, Rahul Bajaj and Parvinder Singh. There is a wealth of information on the best companies in India and worldwide, among them Infosys, Wipro, Reliance, Hindustan Lever, GE and ABB. Lucidly written and brilliantly argued, Managing Radical Change is perhaps the most significant contribution to Indian management literature in recent times.

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