



New Age Management: Philosophy from Ancient India

V. Srinivasan

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Though management as a practice is very old, as a subject it has evolved in a big way only in the last fifty years. Today, there are a number of management gurus who have extensively studied this subject and evolved a number of theories relating to it. However, we do not find many ancient books that have codified thoughts pertaining to management. The Thirukural is an exception, despite being two thousand years old. Considered the Tamil Veda, the Thirukural is a treatise on the art of living. Its eternal and universal appeal lies in its secular character, clarity of thought, depth of understanding and penetrating insights into the fundamentals of human thought and behaviour. In this book, the author gives examples from his varied global experiences and explains how he has drawn inspiration from the Thirukural to deal with everyday business situations. In what is a fascinating analysis, the author also shows how the thoughts of contemporary management gurus compare with the timeless wisdom contained in the Thirukural. The book is an indispensable guide for managers, corporate executives, entrepreneurs, students of management and those who aspire to be leaders.

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