



# The India Way: How India's Top Business Leaders Are Revolutionizing Management

*Peter Cappelli, Harbir Singh, Jitendra Singh, Michael Useem*

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Exploding growth. Soaring investment. Incoming talent waves. India's top companies are scoring remarkable successes on these fronts - and more.

How? Instead of adopting management practices that dominate Western businesses, they're applying fresh practices of their own in strategy, leadership, talent, and organizational culture.

In *The India Way*, the Wharton School India Team unveils these companies' secrets. Drawing on interviews with leaders of India's largest firms - including Mukesh Ambani of Reliance Industries, Narayana Murthy of Infosys Technologies, and Vineet Nayar of HCL Technologies - the authors identify what Indian managers do differently, including:

Looking beyond stockholders' interests to public mission and national purpose

Drawing on improvisation, adaptation, and resilience to overcome endless hurdles

Identifying products and services of compelling value to customers

Investing in talent and building a stirring culture

The authors explain how these innovations work within Indian companies, identifying those likely to remain indigenous and those that can be adapted to the Western context.

With its in-depth analysis and research, *The India Way* offers valuable insights for all managers seeking to strengthen their organization's performance.

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