

Living Tomorrows Company

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Rediscovering The Human Purposes Of Business

Mark Goyder

"Business will play an increasingly important part in India's economic growth and the resulting prosperity and well being of its people. The behaviour and conduct of business will increasingly impact the behaviour and conduct of the society. Therefore, it is important that business conducts itself in a responsible manner while dealing with the environment, social and financial aspects. Business is a social entity and hence it needs to reflect what is good for the society. As a member of the Tata Group, which, for over a century and a half, has believed in being "one with the society", has believed in the concept of trusteeship and stewardship as core philosophies in conducting its business, I welcome Mark Goyder's book. Behaviour and conduct cannot be dictated by rules but they can be moulded by over arching business philosophies and conviction that the fundamental purpose of business is to improve the quality of the life of people around."

B. Muthuraman, Vice Chairman, Tata Steel

"This is by far the best, and the most readable, account that I have seen of capitalism's current discontents. But the book is much more than that. It goes on to show how businesses can shape new ways of governing themselves that may make capitalism work for all, not just the fortunate few."

Professor Charles Handy

"India needs this book right now. I first met Mark Goyder several years ago and was pleased to involve Dr Reddy's in the Tomorrow's Global Company inquiry. This allowed us in Dr Reddy's to test ourselves against the world's best. This book is going to be a real help to anyone who wants their businesses to be judged among the very best and who want to find solutions to their ownership that go with the grain of their long-standing values."

GV Prasad, Chairman and CEO, Dr Reddy's

"You may not agree with everything Mark Goyder says, but that's part of the value of this stimulating book that draws on the wisdom and experience of many outstanding Indian business leaders. Goyder pioneered Tomorrow's Company in Britain, but its approach to corporate leadership and governance is as relevant to India and other 'Tomorrow's Economies' as it is to the west."

Rt Hon Patricia Hewitt, Chair, UK India Business Council



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