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Strength for Today and Bright Hope for Tomorrow

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**Introducing a Book:**

*101 Methods to Promote Your Business*

**Author: Maxwell Greenwood Simonds**

**Kindle Edition**

# 101 METHODS TO PROMOTE YOUR BUISSNES



MAXWELL GREENWOOD  
SIMONDS

Courtesy: [https://www.amazon.com/101-METHODS-PROMOTE-YOUR-BUISSNES-ebook/dp/B09DZ1KCKR/ref=sr\\_1\\_3?dchild=1&keywords=101+methods+to+promote+your+business&qid=1633058558&s=digital-text&sr=1-3](https://www.amazon.com/101-METHODS-PROMOTE-YOUR-BUISSNES-ebook/dp/B09DZ1KCKR/ref=sr_1_3?dchild=1&keywords=101+methods+to+promote+your+business&qid=1633058558&s=digital-text&sr=1-3)

The author wants us to “Become not just a professional - become expert in your field.” That is the not end of it, we need to build higher, and we should become “a person-brand”. He offers 101 ways to achieve this goal. We become an in-demand product that needs to be sold.” The 101 ways offered by the author Maxwell Greenwood Simonds will enable us to develop our own comprehensive ways to achieve success and recognition and also function as a well-known brand. For Indian students, There are many images available before Indian students -- many examples are before them: Satya Nadella, Sundar Pichai, Indra Nooyi, Shiv Nadar, N. R. Narayana Murthy and so on. They were not born in very rich families, but their individual effort has taken them well above others and they, with many others of Indian origin, shine well as brilliant examples for Indian students and entrepreneurs coming from not so rich families, etc. Their talent and knowledge and dedicated work are their investment in their career.

There are 53 sections or chapters in this book. It begins with self-identification as an essential part of our planned career. 101 ways to promote the business started by an entrepreneur are presented in these 53 sections/chapters. For example, the name, logo, tagline, self-presentation, business cards and signature are all emphasized with practical ideas and guidelines. The entrepreneur’s confidence, scalability, persistence, vulnerability one face, and efficiency are discussed. Planning our success includes relevance of our enterprise, erudition of the entrepreneur, our sense of humor that should reflect our reliability, values and charisma are highlighted with very interesting, practical and insightful experience from the experience of the author who has been a dynamic successful entrepreneur in many countries.

How we should avoid notoriety and scandalousness are also focused upon. Also elitism does not also help much. Our goal should be perfection. Perfection is not achieved in a single stroke. We all need to work towards it, and the path could be hard and difficult. Yet continuous effort will result in perfecting our ways and business, etc.

Networking, teaching, interview, ability to make professional comments, making attractive conference speeches that encourage and inspire others to work intelligently and move toward their goals. Advertising, use of video channels and audio podcasts are important ways to promote our business. We need to master what crowdfunding is and how we take advantage of it, and help others, especially our clients, to make use of these sources. We should be able to identify notable clients from several angles and develop closer business relationships with them. Criticism should not be always taken to be an obstacle. How does the entrepreneur reward his/her coworkers is another important aspect to consider. Consulting is an important aspect.

As the title suggests, the book offers many ways to start, run and achieve success in doing business.

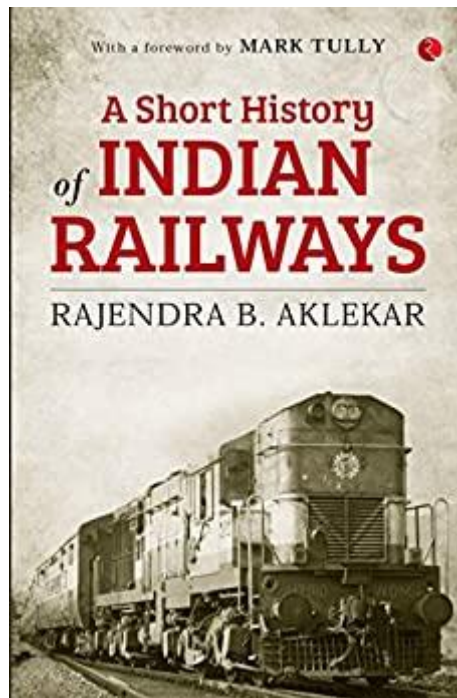
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Introducing a Book:  
*A Short History of Indian Railways*  
Author: Rajendra B. Aklekar  
Kindle Edition

Rupa Publications India Pvt. Ltd. 2019



Courtesy: [https://www.amazon.com/History-Indian-Railways-Rajendra-Aklekar-ebook/dp/B07RXYT3D/ref=sr\\_1\\_3?dchild=1&keywords=A+short+history+of+Indian+railways&qid=1633409529&s=digital-text&sr=1-3](https://www.amazon.com/History-Indian-Railways-Rajendra-Aklekar-ebook/dp/B07RXYT3D/ref=sr_1_3?dchild=1&keywords=A+short+history+of+Indian+railways&qid=1633409529&s=digital-text&sr=1-3)

Indian Railways unites the Indian nation geographically and culturally and makes India a great socio-economic entity. This book *A Short History of Indian Railways* by **Rajendra B. Aklekar** must be read by all students and executives irrespective of their subjects of specialization. We all use Indian Railways for our journey within our own state or to other destinations outside our state.

The book *A Short History of Indian Railways* by **Rajendra B. Aklekar** begins with an interesting and insightful Foreword by Mark Tully the former Bureau Chief of BBC, New Delhi.

He talks about his encounters with passengers and railway staff. He went to school in Darjeeling and has travelled all over India as a young person and as a professional. His Foreword offers interesting insight to the operations of the Indian Railways.

The book *A Short History of Indian Railways* by **Rajendra B. Aklekar** has the following chapters. Every chapter offers interesting information of the Great Indian Institution *Indian Railways*.

1. The First Experiments
2. Ancestors of Indian Railways
3. Railways Begin Their Operations
4. The Arrival of the Railways
5. Rail Web Spreads
6. The Indian Mutiny and the Railways
7. Rail Gauge and Ghosts
8. New Century, New Life
9. The Animated Rail Life
10. Crime and Romance
11. Notes from World War II
12. Freedom Struggle and Partition
13. Rail Tales from Independent India
14. Trains of Progress and Politics
15. Of Metros and High Speed Rail

### *Conclusion*

As the titles of the chapters reveal, the author links the history, development, and operations as well as the culture of the users/travelers and employees to modern Indian history. In this way, the author brings out the crucial role played and being played by the Indian Railways in our lives in India. We make friends when we travel in the trains of Indian Railways, we eat a variety of food, and we also cook special food for our long journey from one end of the nation to the other end. We eagerly look through the windows to see the beautiful landscape all over the country. We pass by the lakes, ports, temple cities and so on. Major problems with the toilet facilities seem to be overcome in most trains. Every railway station has its own historic merit. Problems are there but we still look forward to traveling in express trains, and so on.

The book *A Short History of Indian Railways* by **Rajendra B. Aklekar** is, according to the author, “a compilation of anecdotes and the sketches of the Indian Railways.” Accidents are

also dealt with in the book as part of the anecdotes. The serial train blasts of Mumbai in 2006 is presented. This anecdote makes us feel angry at the ideology of the criminals as well the people who caused bomb blasts. We feel sad that this happened. Again such incidents/episodes call for protection against security threats. Fortunately, Indian Railways stood up and always stand up to meet all the challenges.

A great institution with devoted employees serving a great nation of diversity which demonstrates its unity.

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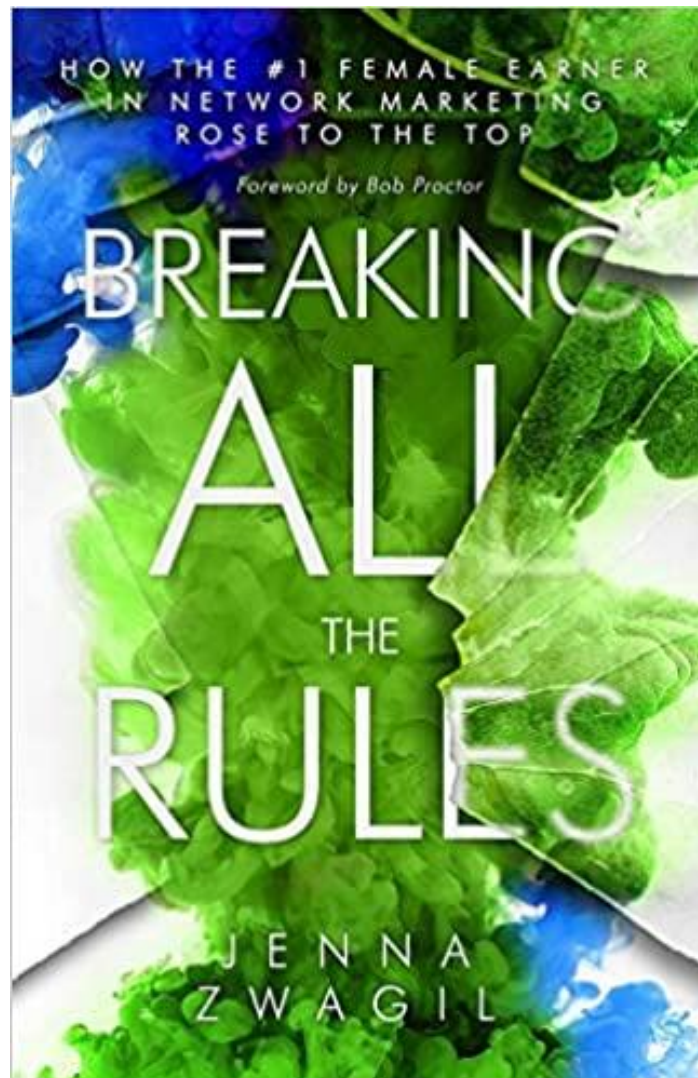
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**Introducing a Book:**  
*Breaking All The Rules*  
**Author: Jenna Zwagil**  
**Kindle Edition**

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Courtesy: [https://www.amazon.com/Breaking-All-Rules-Network-Marketing/dp/1947814605/ref=sr\\_1\\_1?dchild=1&keywords=Breaking+all+the+rules&qid=1630467882&sr=8-1](https://www.amazon.com/Breaking-All-Rules-Network-Marketing/dp/1947814605/ref=sr_1_1?dchild=1&keywords=Breaking+all+the+rules&qid=1630467882&sr=8-1)



***Breaking All the Rules* by Jenna Zwagil** has a comprehensive introductory heading: ***How the #1 Female Earner in Network Marketing Rose to the Top.***

Apart from the Foreword and Preface, the book contains the following chapters:

Chapter 1: Forget the Rules

Chapter 2: Trapped between two worlds

Chapter 3: Running in Circles

Chapter 4: Meeting Josh

Chapter 5: Learning Not to Quit

Chapter 6: Energy

Chapter 7: My DailyChoice

Chapter 8: Working on Myself

Chapter 9: Escaping the Matrix

Chapter 10: HempWorx

Chapter 11: Rebel With a Cause

Chapter 12: Why I Wrote This Book

Bob Proctor in his Foreword declares, “she [Jenna] takes you on a page-by-page journey of how she went from being truly broke to very wealthy.”

Jenna Zwagil built a 100 million US dollars’ worth network marketing company. The book encourages all of us who wish to establish and run our own marketing businesses. Each chapter has illustrations from Jenna Zwagil’s on business career. She cites the rules believed and accepted to be true more often than not. And she breaks these rules in her journey to succeed in her network marketing career. For example, we all believe that **success is for a certain type of person**. She declares, **Success is for anyone willing to conquer their fears**.

Jenna Zwagil declares herself to be a great believer in karma. She applies to business as well: “What goes up, must come down. What goes around *does* come around.” She is strongly in favor of ethics in all our work and endeavor. So, she declares, “I don’t really break every rule.”

To begin with, the principles presented in the book may sound somewhat contradictory to one another. But as the book moves forward, we really are encouraged by the life story of the author Jenna Zwagil and the principles followed or broken by her.

Indian students of business administration will greatly benefit by reading this book. Within 100 pages, we learn many subtle rules that we need to understand, follow and use in our business

endeavor. Business corporations in India and the executives of these corporations will also greatly benefit by reading this book.

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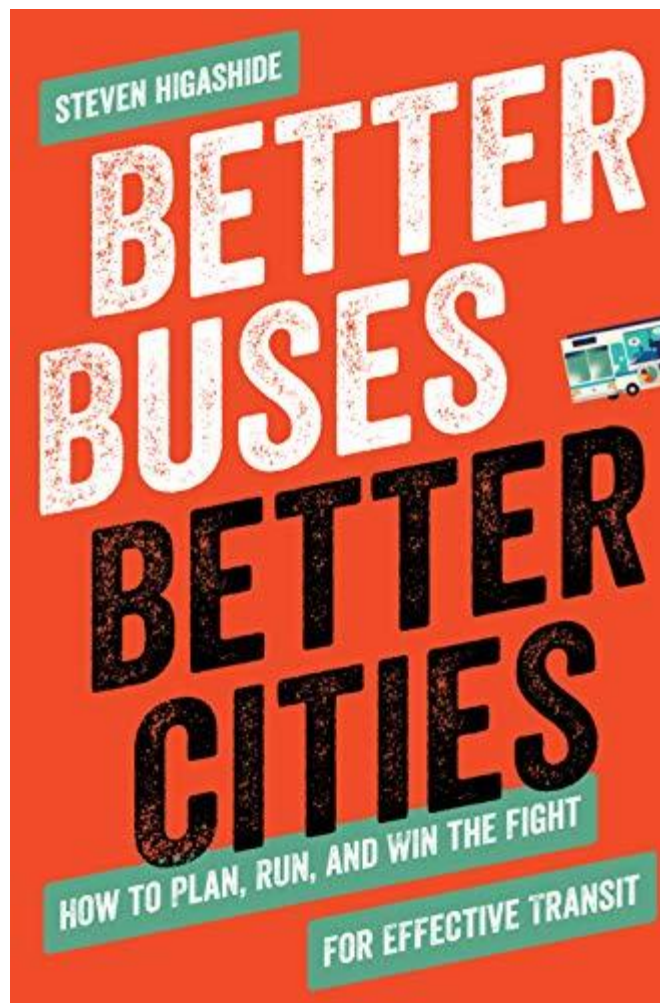
**Introducing a Book:**

*Better Buses Better Cities*

*How to Plan, Run, and Win the Fight for Effective Transport*

**Author: Steven Higashide**

**Kindle Edition**



Courtesy: [https://www.amazon.com/Better-Buses-Cities-Effective-Transit-ebook/dp/B07VZ4G5KV/ref=sr\\_1\\_1?dchild=1&keywords=Bus+Transportation+policy&qid=1633408673&s=digital-text&sr=1-1](https://www.amazon.com/Better-Buses-Cities-Effective-Transit-ebook/dp/B07VZ4G5KV/ref=sr_1_1?dchild=1&keywords=Bus+Transportation+policy&qid=1633408673&s=digital-text&sr=1-1)

The book ***Better Buses Better Cities: How to Plan, Run, and Win the Fight for Effective Transport*** by **Steven Higashide** is a very useful for our students who may like to specialize in transport business. Bus industry in India has grown in tremendous ways. Developing and maintaining better Roads has become an important declaration in all election manifestos in every state in India. Government take-over of bus service is also noticed. There is great competition to join government bus service corporations as officers, employees, drivers, and conductors, etc. Number of Bus Stands (Bus Stations) has been growing every year all over the country. Private Bus corporations are also numerous. Long distance travel within a state and from one state to another is also very common. Naturally, we need a look into the operations of bus service and improve its performance. Business administration graduates and specialists in running bus services are needed.

The book ***Better Buses Better Cities: How to Plan, Run, and Win the Fight for Effective Transport*** by **Steven Higashide** has the following chapters following the author's preface (My Own Bus Story) and Acknowledgments:

Introduction: We Need to Unleash the Bus.

01. What Makes People Choose the Bus?

02. Make the Bus Frequent

03. Make the Bus Fast and Reliable

04. Make the Bus Walkable and Dignified

05. Make the Bus Fair and Welcoming

06. Gerrymandering the Bus

(Gerrymandering is manipulation through illegal means)

07. Technology Won't Kill the Bus -- Unless We Let It

08. Building a Transit Nation

Conclusion:

Winning Mindsets and Growing Movements

As of now, using a town bus/city bus to go to workplaces, sightseeing, restaurants, markets, etc. is not a pleasant experience in most cities in India. But we all do not have our cars, and so we have to use the public transport. Major problems faced in running a bus service company need to be looked into on a regular basis. This book offers several suggestions. This book is written with experience and data from an economically advanced nation (the United States of America). Even there the Public Transport is under review and criticism, with their own problems. Our major problems include omnipresent corruption and conduct and behavior of some of the employees and some of the passengers as well as crowded roads, etc. Such problems can be overcome, and bus service can really become a service to the people.

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Introducing a Book: ***Better Buses Better Cities***

***How to Plan, Run, and Win the Fight for Effective Transport***

Author: Steven Higashide

Moral sayings from well-known Indian classical writers, portraits of great Indian/local leaders, decorating the buses for events such Independence Day, etc. are all common. We become skeptical when passengers and employees and officers behave in a manner not intended by these messages. However, bus service continues to grow and improve itself. Seats reserved for women and differently abled persons are an important part of most of the bus services in India.

The author Steven Higashide points out, the “combination of indifference and hostility [from people’s representatives in the United States] leads to neglect that makes so many of the bus trips we take miserable: plodding, unpredictable, and circuitous. Bus speeds have fallen as city traffic gets worse ...” While the bus ridership has been decreased over the years, our bus ridership has actually increased. But the problems the author Steven Higashide point out for the United States, continue to increase in India. Hopefully with proper training and service-mentality Indian bus service will continue to perfect itself with appropriate plan and administration.

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