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# BUSINESS ADMINISTRATION IN INDIA

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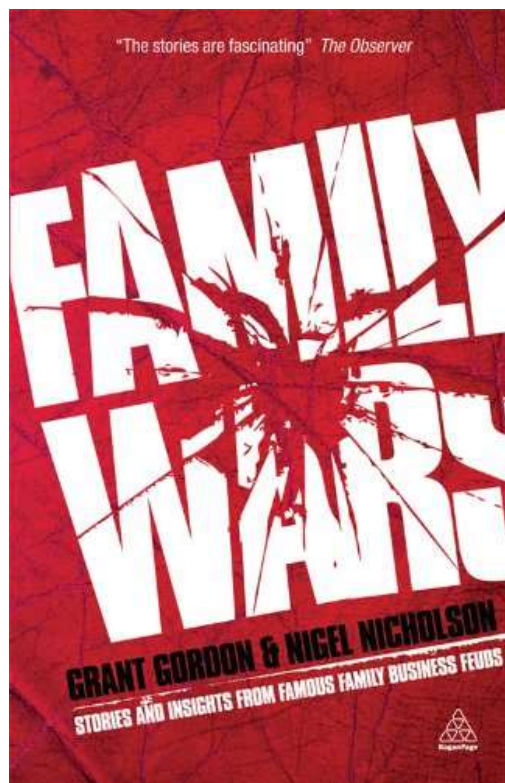
**Introducing a Book:**

***Family Wars***

**by Grant Gordon and Nigel Nicholson**

**Published by Kogan Page; 1st edition (March 3, 2010)**

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Courtesy: [https://www.amazon.com/Family-Wars-Stories-Insights-Business-ebook/dp/B005EROETC/ref=sr\\_1\\_1?keywords=business+feud&qid=1605470892&s=books&sr=1-1](https://www.amazon.com/Family-Wars-Stories-Insights-Business-ebook/dp/B005EROETC/ref=sr_1_1?keywords=business+feud&qid=1605470892&s=books&sr=1-1)

Family feuds are rather quite common when parental/ancestral properties are partitioned among the close relatives of the family. Such feuds usually affect the family members in many negative ways, especially in their kinship relations. Families may not talk to one another for even generations. Such a situation is also found commonly when two or more individuals own and run a shop or store in the bazar. We often notice that this may happen when the business is losing money and is not able to attract customers. Owners have difficulty in adding or investing more

money into the business. Even when they invest more money in the business, things may not change for the better. We also notice when the partition takes place, one of the owners may be able to run his or her store more successfully and the other former partner's store may continue go down the drain, ultimately leading to insolvency, etc. This picture is quite common in our bazars.

Similar situation happens even in big companies, traditionally owned by the members of a family. The reasons for the failure of the business operation are manifold. But the failure of the business operation results in family wars. We may also say that because of family wars, which lead to misunderstanding for various reasons, the prosperous business may shrink over the years.

***Family Wars*** by **Grant Gordon and Nigel Nicholson** describes family feuds among leading business families around the world. The reasons for the feud, how such feud affects the administration and running of the companies, how the family members get estranged and the overall lessons we could learn from such episodes are all presented in this insightful book. All of us interested in business, especially the teachers, students and business executives and owners will benefit greatly by reading this book.

***Family Wars*** by Grant Gordon and Nigel Nicholson is divided into 9 chapters.

- 1. Family Wars**
- 2. The ideas: the roots of family warfare**
- 3. Brothers at arms**
- 4. Fighting for the crown**
- 5. The house that hubris built**
- 6. Heads in the sand – the insularity slap**
- 7. Schism – the house divided**
- 8. Uncivil war**
- 9. The lessons – the price of war and the prize of peace**

It is more likely that students in our colleges will need some help in recognizing some of the families and the companies mentioned in the book. Yet the book is worth reading. Through patient reading students will gain a deep knowledge of the types and roles of family feuds in business and business administration.

Even though the authors describe the history and types of family wars in some leading business families in the world, the major focus of the authors is to enable us to learn lessons from the family wars described in the book. Every page offers insights into the origin, development and spread of family wars and how such wars could have been avoided or controlled and better prosperity for all achieved. **No moral instruction, but very practical suggestions and solutions.**

The authors declare that conflict is personal. Roots of conflict emerge from people competing with one another for the same thing. When we find alternative compensations for those who are not contented, conflict could be avoided in some manner. Many family businesses pay off the discontented individuals with adequate monetary compensation. But interpersonal animosities deeply rooted from childhood to adulthood, or through newly developed matrimonial relationships are hard to eliminate through monetary compensation, etc. Self-control is especially important. But the feeling created or self-generated in some manner that one's identity and importance are deliberately diminished continue to feed the growth of family feuds.

Types of family wars are well described, and we learn many lessons from the identification and discussion of such wars. In chapter 3 **Brothers at arms** we get an insight into the family war between the members of the Ambani family ("**Reliance story – myth of unity**").

There are several instances of such family wars in India in every state and region. It looks like that the number of such family wars has increased in recent decades. When we read the family wars in leading business families who have established and run their companies even for several generations, we feel sad and feel sorry for them. At the same time, our reading of this book should help us improve our own conduct and thinking in our career. The book is highly recommended for the business owners, business executives, and students and teachers of business administration.

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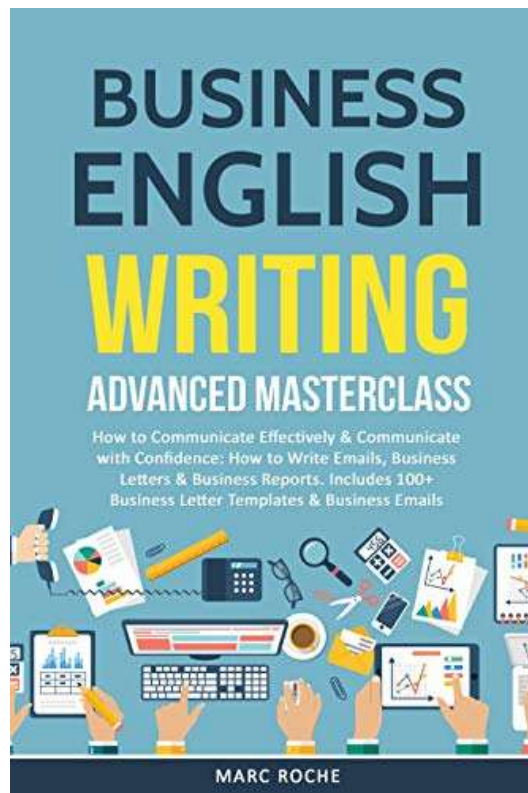
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**Introducing a Book:**

***Business English Writing  
Advanced Masterclass  
by Marc Roche***

**Roche Publishing Business English Books (January 6, 2019), Kindle Edition**

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Courtesy: [https://www.amazon.com/Business-English-Writing-Masterclass-Communicate-ebook/dp/B07MPYPDHQ/ref=sr\\_1\\_3?crd=1S1O8HQDGF3PM&dchild=1&keywords=business+english+writing&qid=1605566379&s=books&srefix=business+english+w%2Caps%2C330&sr=1-3](https://www.amazon.com/Business-English-Writing-Masterclass-Communicate-ebook/dp/B07MPYPDHQ/ref=sr_1_3?crd=1S1O8HQDGF3PM&dchild=1&keywords=business+english+writing&qid=1605566379&s=books&srefix=business+english+w%2Caps%2C330&sr=1-3)

According to [www.amazon.com](http://www.amazon.com), “Marc has been a business writing coach and an academic English exam prep specialist for over 10 years. He has collaborated with organizations such as the British Council, the Royal Melbourne Institute of Technology (RMIT), University of Technology Sydney and multinationals such as Nike, GlaxoSmithKline and Bolsas y Mercados among others.”

Marc Roche is a leading business writing scholar and a specialist. He has many books to his credit in the areas of business administration.

In his series **BUSINESS ENGLISH**, Marc Roche has published four books. This series consists of the following books. ***BUSINESS ENGLISH Writing***, ***BUSINESS ENGLISH Communication***, ***BUSINESS Email***, and ***EMAIL Writing***. The books are available in print and as **Kindle Edition E-books**.

We highly recommend the entire series and suggest that our Departmental and University Libraries keep these books in their shelves for the use of teachers and students. Likewise, business entrepreneurs of all age groups will benefit greatly if they read these books and follow the suggestions made by the author Marc Roche.

The book ***BUSINESS ENGLISH Writing*** begins with a statement, “The 10 Rules of Business English Writing.” The focus of these Rules is on correct spellings and grammar, avoidance of slang, balanced use of simple and complex sentences, etc.

There are 13 chapters in this book. Every chapter is geared toward better and effective use of English to write business documents. For example, chapter 1 helps us how to use language to describe changes in data as depicted in a graph. Exercises are presented. List of sentences with alternatives are presented. Definitions for difficult words/technical terms are presented with explanation. Sentence transformation is also introduced. This chapter shows how we should use sentences to describe the changes in data.

Chapters 2 to 8 focus on graph data description, bar charts, description of two graphs simultaneously, pie charts, tables, process description, and description of maps and terrains. The author clearly brings out how each item may use the language in some specific manner, with their own words and sentence expressions. Students and researchers learn how to use English effectively to present data and interpret data depicted in graphs, etc. Exercises are offered. Careful reading of these chapters and doing the exercises several times will help the readers to master using appropriate English to present, describe and explain the data and the findings.

Chapter 9 discusses how to express ourselves as a pro. Suggestions made include how to keep our writing simple while adequately comprehensive to present the analysis and findings. Among other things, the exercises offered help us to change the ordinarily written original sentences into effective sentences which carry data and findings, etc. Carefully worded generalization is generated through these modified sentences.

Chapters 10 focuses on business letters -- letter of reference, letter of application, formal letter of complaint, and use of passive sentences and on formal and informal writing. Passive

sentence has its own restricted use and is not recommended as the general form of language use in business writing.

Chapter 11 focuses on writing reports. Chapter 12 focuses on writing proposals.

Indeed, the book covers major items of business writing using English language. Most of us in the past decades learned using correct and appropriate English for business of all sorts, including work in government offices, only at work, that is, after we joined our jobs. Even now special features or distinctive features of language use for the specific jobs are learned at work. But having a good training like what is offered in *Business English Writing Advanced Masterclass* by Marc Roche will help us gain better competence and confidence and will help us carry out our duties efficiently. It will also help us move forward in our career with ease and comfort!

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## **Shoplifting**

**M. S. Thirumalai, Ph.D.**

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Shoplifting is a universal phenomenon. It can happen in large departmental stores, and it can also happen in street corner shops. Shoplifting is quite common in the roadside evening businesses as well. [www.dictionary.com](http://www.dictionary.com) defines *shoplifting* as “the act of stealing goods from a shop during shopping hours.” Oxford Dictionary defines it “the criminal action of stealing goods from a store while pretending to be a customer”

(<https://www.lexico.com/en/definition/shoplifting>).

<https://en.wikipedia.org/wiki/Shoplifting> presents a descriptive definition: “Shoplifting is the theft of goods from an open retail establishment, typically by concealing a store item on one's person, in pockets, under clothes, or in a bag, and leaving the store without paying. With clothing, shoplifters may put on items from the store and leave the store wearing the clothes.”

Shoplifting is more prevalent during festive seasons. The common element in all these festivities is massive crowds visiting departmental stores, stores and a variety of shops including roadside hawking businesses. “Sale” prices are announced everywhere. Low price and availability of a variety of goods attract crowds, and festival seasons around the world are seen and felt as the right time to buy goods.

Social prejudice/hatred may assign members of some communities as traditional shoplifters. But this is utterly untrue. Shoplifters come from all communities, and from all economic classes. They come from literate/illiterate and advanced educational backgrounds. They also come from all age groups. No gender can be pointed out as the shoplifting gender. In addition, no region could be specified as the region or ward of shoplifters. However, unfortunately, such prejudices continue and could dominate the thinking of some individuals. It is important that business administrators should avoid prejudices and stereotyping.

Children, for example, in a flower or fruit shop, may carry with them a flower or fruit on their own. It is difficult to describe it as shoplifting. But if the parent appreciates this act, then this becomes a shoplifting act, I believe.



Shoplifting is also a disease found in some individuals. Kleptomania in some people urge them to steal/shoplift items that they really do not need or desire. Kleptomania is a mental health disorder.

<https://www.pricegun.com/shoplifting-prevention/> offers 9 important steps to help prevent shoplifting:

1. Keep a well-lit store. ...
2. Advertise your policies against theft. ...
3. Lock expensive items in cabinet displays. ...
4. Use up-to-date tagging methods. ...
5. Maintain an up-to-date inventory. ...
6. Encourage your employees to be active with customers. ...
7. Clean up. “Maintaining a clean and organized store will attract the right customers. Shoplifters see an unkempt store and know instantly that employees are not paying attention.”
8. Restrict access to dressing rooms. (Toilets)
9. Utilize the right security tools.

Business administrators in companies, and businesspersons and business owners will greatly benefit by reading such materials.

<https://fortune.com/2015/06/05/walmart-theft/> reported that in 2015 Walmart lost through shoplifting and other types of theft US \$3 billion (equal to Indian rupees 222,673,050,000.00 (at the exchange rate of 1 US dollar equal to 73.73 Indian rupees on October 21, 2020). This is equal to 1% of Walmart’s total \$300 billion in sales that year (2025).

A report by Nina C. George in *Deccan Herald*, Bengaluru stated “Retail chains battle shoplifting. Students and women pocket small items and walk away without paying. Every month, stores lose between Rs 50,000 and Rs 1 lakh to theft” (<https://www.deccanherald.com/metrolife/retail-chains-battle-shoplifting-722520.html>). This is a useful report with details of objects shoplifted, how some people may train their children to do shoplifting, and some mental health/psychological and labour issues that may be causes instigating shoplifting.

Shoplifting is a criminal offence under Indian Penal Code section 378. Shoplifting is treated as theft. Unfortunately, in smaller towns, shoplifters may be beaten by the shop owners and their customers. In some large stores, it is believed that shoplifters may be threatened and are forced to pay a heavy penalty.

Business administrators should not take law into their hands to stop shoplifting. A lawful and overt due process must be established and practiced.

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