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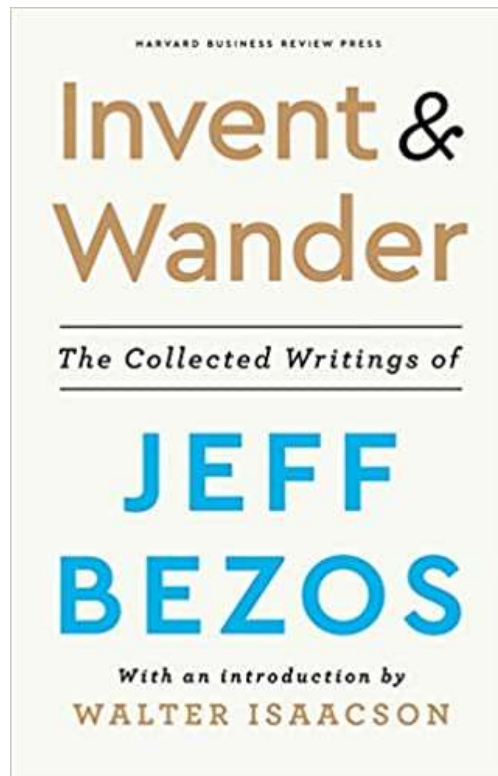
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Introducing a Book:

Invent & Wander

The Collected Writings of Jeff Bezos



Courtesy: https://www.amazon.com/Invent-Wander-Collected-Writings-Introduction/dp/1647820715/ref=sr_1_1?crid=3JFVUBNOFY3HF&dchild=1&keywords=invent+%26+wander+the+collected+writings+of+jeff+bezos&qid=1609547456&s=books&prefix=Invent+%26%2Cstripbooks%2C440&sr=1-1

This is an interesting collection of thoughts of a very successful businessperson – **Jeff Bezos**. The book is published by Harvard Business Review Press and Public Affairs. The name *Jeff Bezos* is enough to attract the students and others to read this book. But the book offers very useful ideas and concepts for all who wish to start a business, to teach courses in business administration and who want to do research for their higher degrees in business administration. Walter Isaacson, well-known biographer of several popular books on several leading personalities in human history including Albert Einstein, former CEO of CNN and editor of *Time* magazine, has written an insightful introduction to this book. He considers Jeff Bezos to be “gifted with

creativity and imagination, passionately curious, has the trait to love and to connect the arts and science, truly innovative and creative, retaining a childlike sense of wonder as found in Leonardo da Vinci, Benjamin Franklin, Einstein, and Steve Jobs”. He declares, “trifecta – humanities, technology, business – is what has made him [Jeff Bezos] one of our era’s most successful and influential innovators.” This Introduction section by Walter Isaacson gives an excellent and inspiring biography of Jeff Bezos as a young person. Thus, this section is equally important for us to read and identify the childhood, youth and college and university student features of Jeff Bezos which ultimately led him to become an unparalleled businessperson employing technology, human values, etc.

The Introduction by Walter Isaacson identifies five most important lessons from Jeff Bezo’s writings: “1. Focus on the long term. 2. Focus relentlessly and passionately on the customer. 3. Avoid PowerPoint and slide presentations. 4. Focus on the big decisions. 5. Hire the right people.”

This book is a collection of letters he wrote to the shareholders. The book also contains materials from Jeff Bezos’ interviews and speeches. The titles given to the sections indicate the content that might be part of the respective sections.

Part 1 The Shareholder Letters

It’s all about the Long Term (1997)

Obsessions (1998)

Building for the Long Term (1999)

The Customer Franchise Is Our Most Valuable Asset (2001)

What’s Good for Customers Is Good for Shareholders (2002)

Long-Term Thinking (2003)

Thinking About Finance (2004)

Making Decisions (2005)

Growing New Businesses (2006)

A Team of Missionaries (2007)

Working Backward (2008)

Setting Goals (2009)

Fundamental Tools (2010)

The Power of Invention (2011)

Internally Driven (2012)

“Wow” (2013)

Three Big Ideas (2014)
Big Winners Pay for Many Experiments (2015)
Fending Off Day 2 (2016)
Building a Culture of High Standards (2017)
Intuition, Curiosity, and the Power of Wandering (2018)
Scale for Good (2019)

Part 2 Life & Work

My Gift in Life
A Crucial Moment at Princeton
“We Are What We Choose”: Address to the Princeton Graduating Class of 2010
Resourcefulness
Why I went from a Hedge Fund to Selling Books
Finding the Root Cause
Creating Wealth
The Idea for Prime
Thinking Three Years Out
Where the Idea of Amazon Web Services Came From
Alexa, AI, and Machine Learning
Physical Stores and Whole Foods
Buying the *Washington Post*
Trust
Work-Life Harmony
Recruiting Talent: Do You Want Mercenaries or Missionaries?
Decisions
Competition
Government Scrutiny and big Companies
The Climate Pledge
The Bezos Day One Fund

The Purpose of Going into Space
It's Still Day One for America

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Introducing a Book:

***The Best Sales Tips for Finding New Customers Fast!* by Luke Fatooros**



Courtesy: https://www.amazon.com/Sales-Finding-Customers-Smart-Business-ebook/dp/B08F1W81YC/ref=sr_1_1?dchild=1&keywords=The+Best+Tips+for+Finding+New+Customers+by+Luke+Fatooros&qid=1609607850&s=books&sr=1-1

The author Luke Fatooros started his first business when he was twenty-three years old. His university friend and he had \$800 dollars only when they started the business in his father's shed. In five years, the business grew into a \$ 12 million company. But the business failed within 10 years. Success and failure of a business is easily noticed in our bazars. Somehow success and failure seem to be cyclical. In our small towns. To withstand the failure and to revive it and bring it to lasting success require an understanding of the business process and follow steps. The author makes a distinction between self-employed and business ownership. For the success of his business, he developed 13 steps. These steps helped him to generate profits and to generate wealth.

This book *The Best Sales Tips for Finding New Customers Fast!* by Luke Fatooros is an extremely useful book to read not only by those who want to start and maintain their business but also those who would be employed in corporations in the future after their graduation.

By the way, most business administration graduates look for salaried jobs rather than planning on to start their own business. Often only those who come from families who own business get involved in their family business. This situation should change, and the graduates of business administration should look at starting their own business, gain profits and generate wealth. In this process they will help increase employment opportunities in addition help bringing in economic prosperity.

Some of the thirteen steps suggested by the author are the following. These are listed, described, and explained in Chapter 1: 13 Steps: How to build a smart business to give you time and Money Freedom.

“Step 1. Position your Business in a Lucrative “Red-Hot” Niche!

“Step 2. Create your Competitive Edge, so you Stand Out in the Crowd!

“Step 3. Attract more Customers to You, Not Competition!

“Step 4. Design your Products/Services to Sell More, Quicker!

“Step 5. Design an Irresistible ‘Hook’ and Up-Sell Funnel!”

Every step suggested is important. It is recommended that you get the book and read it several times and use the steps while planning, starting, and running your business. Even if you are not running your business, the steps suggested will be useful to as part of your knowledge and skill in the company you are working for.

The following are the other chapters of this highly interesting and useful book:

Chapter 2: The fastest route to the Cash

Chapter 3: Step: 3 Attract More Customers To You, Not Your Competition!

Chapter 4: The “Hot Pot” Method. This chapter offers several case studies also.

Chapter 5: Step 4: Design Your Products And Services To Sell More, Quicker! This chapter offers several case studies also.

Chapter 6: Step 5: Design An Irresistible “Hook” And Up-Sell Funnel

Chapter 7: The Old Versus New Way of Doing Business

Chapter 8: The No Risk, Great Value Sales Acceleration Strategy. This chapter also has two case studies.

Chapter 9: Building Your Back-End Revenue Streams

Chapter 10: Building Your Cash Generating Sales Pipeline. This chapter offers a Workshop for Step 5.

In addition, there are two Bonus Chapters offering real-life case studies.

The book is highly recommended for all business administration students, scholars, and teachers. It is especially important that our students should develop their interest and skills in developing and running their own businesses. We must remind ourselves that running a business is not restricted to those belonging to traditionally considered business communities/castes, religious groups/sects and business families. It is open to all, and we should encourage all to develop their entrepreneurship. This book is a great guidebook, offering insightful and practical steps.

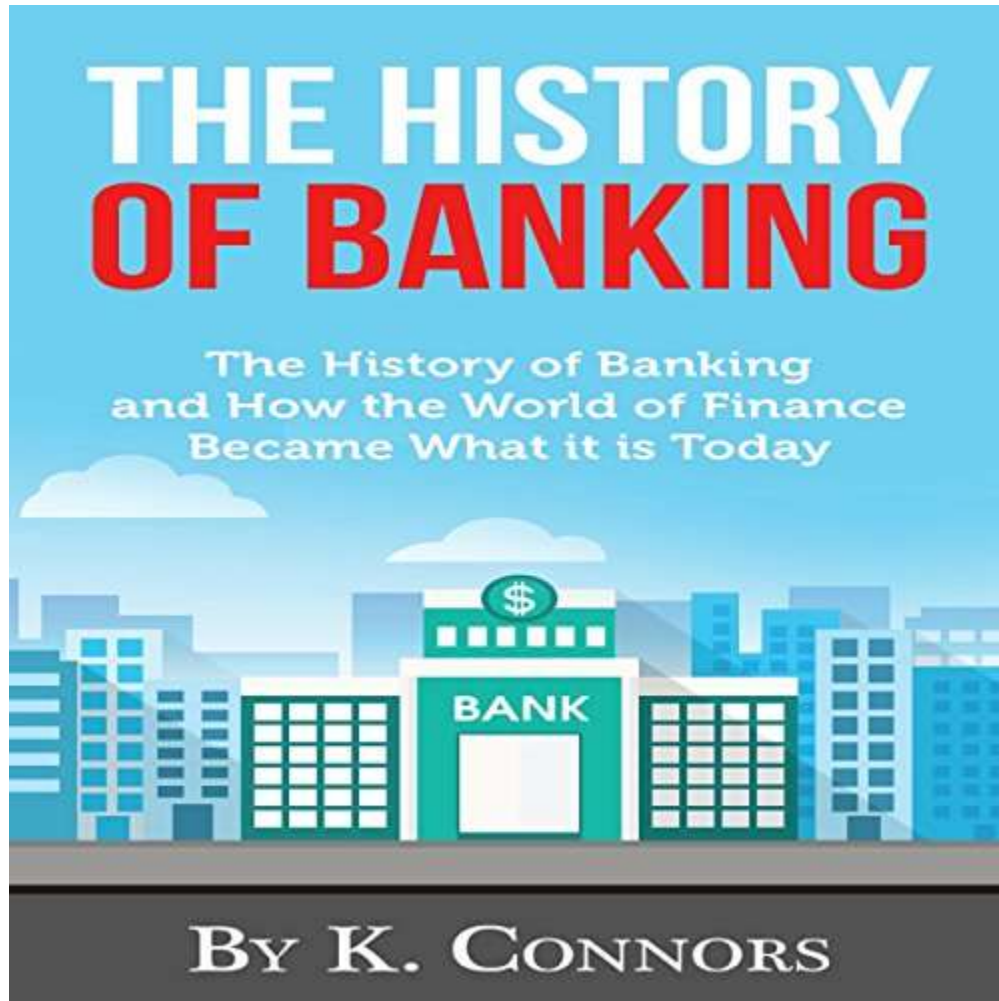
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Introducing a Book:

The History of Banking by K. Connors



Courtesy: https://www.amazon.com/History-Banking-World-Finance-Became/dp/B0727Z167J/ref=sr_1_1?dchild=1&keywords=The+history+of+banking+K.+Connors&qid=1609548511&s=books&sr=1-1

Even in 1940s, many rural parts in India practiced barter to pay wages to agricultural labour. Currency, both coins and paper notes, was not widely prevalent. The practice of using coins and currency common to all the parts of India were not available. With so many independent kingdoms, common coins and currency could not emerge and last all over the India During the Mughal period, silver coins seemed to have been introduced and used. Ancient and medieval

literature spoke about wealth, well above granary. Gold and Silver seem to have been an important manifestation of wealth. At the same time, studies do not show explicitly banking activities. Even now, the government continues to encourage people to do banking to save their money. Government wages are all paid through the banking services. Gifts given to the people during the festivals by almost every state government as part of their promises made in their election manifestos are all distributed through banking service. Slowly and steadily banking is becoming an integral part of every Indian's life in recent times.

The History of Banking by K. Connors presents the history of banking in Western nations. The book presents not only the history of banking but also the complexity of banking industry as it evolved. The author begins with a short description or definition, "A bank is an institution established solely for the safekeeping of currencies, provision of credit facilities and the regulation and redistribution of nation's money reserves." (Introduction) The author points out that the concept of banking started in northern Italy to Rome in 15th and 16th centuries.

The book has the following chapters apart from the section Introduction mentioned above.

Chapter 1 The History of Banking

Chapter 2 The Ascent of the Finance World

Chapter 3 Currencies Used Over the Years

Chapter 4 Economic Trends

Chapter 5 The Federal Reserve

Chapter 6 Some Myths about Banking

CONCLUSION

The author concludes, "There has been a progression from the days of trade-by-barter to dollars, the generally accepted legal tender [in USA] ... The rise of commercial banking has seen an increase in opportunities for entrepreneurs to borrow capital used to grow an enterprise. Banks aid investments and provide loans for uncompleted projects. They also engage in profitable lending and interest. Banks are relatively sound and have brought about a financial revolution."

Reading this book, *The History of Banking* by K. Connors, creates in us a curiosity and interest to seek more knowledge about banking in India. Regular banking system is hundred years old in India, but it has undergone many revolutionary changes: Banks rise and fall, banks get merged, banks change names, caste-based banks emerge, etc. Corrupt practices from several angles are reported in newspapers. But the real benefit of banking continues to grow.

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