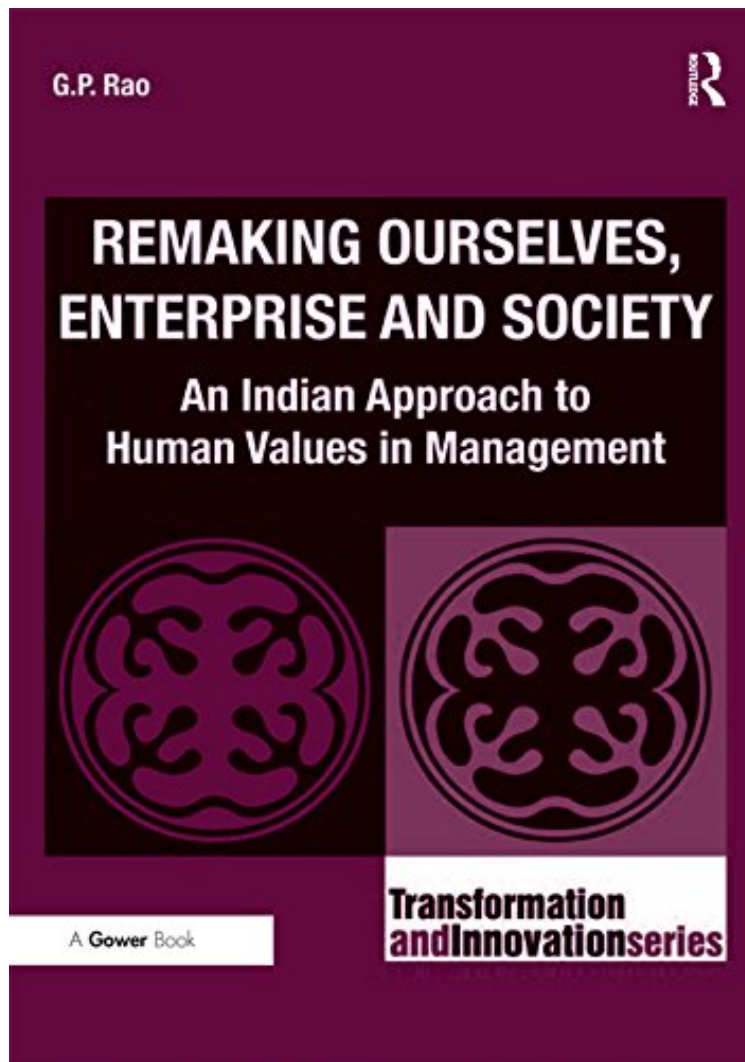


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Remaking Ourselves, Enterprise and Society: An Indian Approach to Human Values in Management (Transformation and Innovation)

G.P. Rao

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Decision makers interested in going beyond their own personal and professional interests and involving themselves in

humanising their organization, community and society should read *Remaking Ourselves, Enterprise and Society*. This book is about adherence to human values at an institutional level, and its starting point is the belief that human beings have basic goodness, which in turn is reflected in the desire to be of help to others and to do good. Professor Rao introduces the Indian concept of 'Spandan' (Heartbeat). Spandan is operationalized through a process of diagnosis, discovery and development enabling organizations to achieve an optimal balance between what are defined as transactional, transformational, and terminal human values. This leads to management and organizations developing sensitivity to the needs of others, which they come to understand. When such sensitivity becomes integral to its work ethic and culture, an organization is able to temper its commitment to task with humanity and it becomes functionally humane. Experience suggests, not surprisingly, that organizations that can achieve this optimal balance between results and relations achieve higher employee commitment and productivity and increased accommodative spirit that better equips them to deal with difficult times. This exciting addition to Gower's Transformation and Innovation Series will enlighten business leaders, governmental and non-governmental policy makers, management educators, organization developers, and researchers.

'I am blessed to have been a student of Dr G.P. Rao in 1972 . He ignited my interest in human behavior. This movement called Spandan is trying to spread the message that all leaders have a role beyond tangible results. It is to care and nurture those who create these results. I hope that this book will kindle the fire and passion amongst readers.' Satish Sekhri, former Managing Director, Bosch Chassis Systems India Ltd, India

About the Author Professor G.P. Rao holds an MA in Economics from Osmania University, Hyderabad, India, a Post Graduate Diploma in Management from the Indian Institute of Management (IIM), Calcutta, and a D. Phil from the University of Calcutta. Rao taught, researched, and consulted in the management domain for over 40 years including as Senior Professor and founding Head of the Department of Management Studies at Madurai Kamaraj University. Rao's involvement with professional bodies including the All India Management Association (AIMA), the Indian Society for Training and Development (ISTD), and the Association of Indian Management Schools (AIMS), has put him at the forefront of the interface between academia and industry and involved him in the formulation of management education policy. Rao was the Founding Chairman of Spandan, a society committed to the propagation and inculcation of human values in management and society. His first book on Spandan is *Humanizing Management: Transformation through Human Values*, 2010.