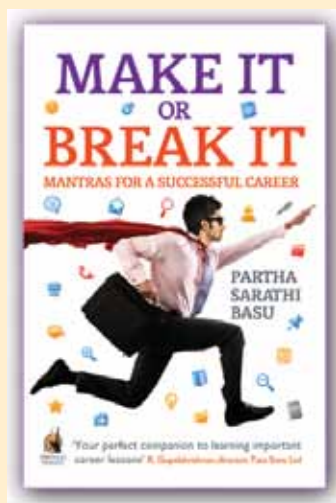


## A Pathway to Success



### Make it or Break it

**Authors:** Paratha Sarathi Basu

**Publisher:** Penguin Books

**Pages:** 232

**Price:** Rs 250

Many professionals enter the corporate world with absolutely no real plan of managing their own careers. The few who do realise the importance of planning their professional lives and acting upon the plan do not specifically know what needs to be done, by when it should be done, and how it should be done. Partha Sarathi Basu's new book *Make It or Break It* will provide answers to all the above questions and many more. The book takes a no-nonsense approach to detailing the steps that a young professional needs to take to ascend the

corporate ladder.

As someone who has scaled heights in his own career, the author knows his subject bringing his extensive career skills into his writing. Mr Basu is currently Director Finance, AkzoNobel, India and South Asia, and has earlier worked in leadership positions in successful companies such as, Whirlpool India, Spice Jet, Coca Cola, the Tatas, and the IFB group.

His simple, conversational, and very clear style of writing enables readers to make an effective beginning in understanding the mysteries behind which lie the formula for success in any corporate setting, for all those who are entering it for the first time.

*Make It or Break It* offers specific guidelines for entry-level young professionals, many of whom are confronted daily with fundamental questions like the following: What is the best profession for me? Should I take or reject the job offer? What 'truly matters' once I am in an organisation? What should I do to be seen as a leader? How should I manage my image as a 'brand'? What are some key aspects of a business that I should always

**The book is not just for entry level professionals as the principles it outlines will serve anyone who wishes to develop a road map for career success**

be aware of, at all times? What brings true happiness in any job? Should I quit? How should I time it?

The book has a lot of practical tips that can significantly increase the odds of career success for any entry or mid-level professional and is a must read for anyone who wishes to get on the fast track and experience career success sooner, rather than later.

The book is not just for entry level professionals as the principles it outlines will serve anyone who wishes to develop a road map for career success. Employing an informal and witty conversational tone to drive home some key points, the book is an easy read. Excellent anecdotes and quotes from famous thinkers are used skillfully to articulate the core concepts. The illustrative examples are presented as little stories complete in themselves, which help readers relate to, and internalise the learning. Mr Basu is an accomplished writer of fiction and has possibly, used this writing to good effect in the book.

The reader also gains insights on cultivating street smart ways - something you will never learn from an MBA degree. The author also delves into some grey areas and soft skills that can drive a person's career growth and success. This book certainly has the potential to transform the reader into a shrewder and smarter player in the corporate world. It truly broadens the view and 'opens' the eyes of the reader to looking at the bigger picture

In summary, this is a great book for career planning in the real world. ■

