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CHRISTMAS

SURE SHORTS | mixed bag

MAKE IT OR BREAK IT

MANTRAS FOR A SUCCESSFUL CAREER



PARTHA
SARATHI
BASU

Make It or Break It
Mantras for a Successful Career
Author: Partha Sarathi Basu
Price: ₹ 250
Publishers: Penguin Books

"Your perfect companion to learning important career lessons" R. Gopalakrishnan, director, Tata Sons Ltd

MANTRAS TO MAKE IT

The corporate world can be ruthless with its unwritten rules and hidden pitfalls. To succeed, it is crucial to learn the tricks of survival quickly. *Make It or Break It* is an indispensable guide to imbibing these skills early on in one's career. Packed with important life lessons, it shows you how to get started on the right foot and emerge a winner. The author of the book Partha Sarathi Basu, of course, should know. After all, this Kolkata born management guru has worked for many leading corporates like Coca-Cola India, Whirlpool India, IFB Group, Tata Man GHH Ltd, Spice Jet Limited and has extensively travelled the world. With degrees from St Xaviers college, ICWA and IIM, Calcutta, he has observed the corporate life from close quarters. A guest lecturer in management institutes, his words of wisdom are practical and easy to use. Visit: ParthaSarathiBasu.com