

Book Review

Management Megatrends Twenty-First Century Perspectives

Editors: Kalyani Rangarajan, S. Hanuman Kennedy and Murali Murti

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'Management Megatrends' provides insight knowledge of global economy in knowledge management, consumer attitude, marketing strategies, employee behavior, cross-cultural communication, supply chain infrastructure and many more. This book reaches out to every individual starting from a common man, to an employee, to a leader, to an entrepreneur and also to a competitor. It has out of the box initiatives that will lead to a clean, economical and self reliant India. The key topics covered in this book are:

- Motivation which in turn increases employee confidence and his productivity.
- Direct marketing strategies and strategic advertising in handling changing economies of the east and west.
- Establishing relationship between service attitude and consumer behavior and there by achieving customer satisfaction in the retail outlet.
- Cross-cultural challenges in communication to enable efficient trade and commerce in international business, business to business relationships and to bridge the gap between rural and urban economies.
- Impact of culture on values, behavior and organizational issues in institutions engaged in global marketing.
- Adaptation of civil society organizations to sustain for a long period of time in today's changing economy.
- Employee referral program in obtaining competent employees.
- Emerging issues and conflicts faced by policy holders and health care providers.
- Roles of working wives and dual income towards family financial income decision

making and consumption choices.

- Importance of human resource accounting and many more.

"Have we bitten off more than we can chew"?

Does this thought come to your mind when you often think about the pressures of globalization or competitive strategies or cultural sensitivity?

Do you need to know what cross-cultural modeling of employee behavior is?

Do you need to understand what global marketing related issues are?

Do you need to feel the impact of information communication technology?

To know it all, come forward and reach out to the latest trends arising from globalization on 'Management Megatrends'.

This book also deals with the in depth analysis of micro finance, emotional intelligence and knowledge management practices that are essential for a healthy longevity of an organization.

Dear Reader, with this book, we are quite certain that you will carry home with you some valuable insights on emerging **Management Megatrends**.

Reviewed by:

Arjun V. Singar

He is a Lecturer cum Research Associate in the MBA Department at PES Institute of Technology, Bangalore.

He can be reached at arjunsingargowda@gmail.com.