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## BOOK REVIEW

### **“REDISCOVERING THE ANCIENT WISDOM” Book Review – ‘CORPORATE CHANAKYA’**

**Dr. SANGEETHA NATARAJAN**

Associate Professor, Vivekananda Institute Management Studies,  
Coimbatore

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Today's business faces many moral challenges in competitive global economy. Everyone is struggling to be more successful, to enhance the next quarterly earnings estimate, to keep their job, to earn a big bonus, or to outsmart the competitors. The temptation to cut corners, omit information, and do whatever it takes to get ahead occurs every day. Many businessmen, employees and executives succumb. Sadly, the temptation becomes highly infectious and soon people actually start to feel like deviating from the path of righteousness and accepting it as normal practice. These practices erode the trust that needs to exist between employers and employees, between business partners, between executives and shareholders. Without trust and ethics, the business will not be able to prosper. All CEOs refer to this struggle for power and supremacy as it was a warfare strategy. The book “Corporate Chanakya” provides a strategy centric approach for the emerging leaders to face the challenges and teaches the nuances of achieving success by following right means.