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Gurus: Stories of Indias Leading Babas

By Bhavdeep Kang

Westland Limited, New Delhi, India. Softcover. Book Condition: New. Indias godmen are famous and enigmatic. Certainly among its most colourful cultural products. Technology and markets have transformed the generic family advisor and the village baba, projecting him into high-flying rockstardom. They have money. Their own TV channels. They are brands with deep influence on electoral politics and markets. They comprise entire corporations and economies. They can own islands as well as the hearts and lives of their numerous followers. Who are these godmen in real lives? Ambassadors of the divine? Do they embody wisdom or just an unusual job description? Seasoned journalist, Bhavdeep Kang presents an up-close account of Indias best-known gurus. From the Beatles-inspiring Maharishi Mahesh Yogi to the hugging guru, Mata Amritanandamayi. The political maverick Baba Ramdev, the metrosexual Bhaiyyuji Maharaj, and the dashing, science-fiction loving Sadhguru Jaggi Vasudev.



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