Translation Rights
Books for Business Professionals 2019-2020
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Welcome...

The SAGE Foreign Rights Team is pleased to present our Translation Rights Catalogue: Books for Business Professionals for 2019-2020.

This catalogue includes titles published by SAGE India within the Business and Management subject aimed at working professionals, as well as personal growth and development titles and a selection of titles about history, politics and religion in India aimed at general readers.

Founded in 1981, SAGE India is a leading independent, academic and professional publisher of innovative, high-quality content.

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We hope that you will find this catalogue useful and look forward to working with you!

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Winners of DMA-NTPC Management Book Awards
Conferred by Delhi Management Association, India in 2019

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GOOD VALUES, GREAT BUSINESS
Br Prasanna Swaroopa Former IT professional and spiritual seeker
and T D Chandrasekhar Innovation consultant, coach, and author

Good Values, Great Business establishes a strong rationale for instilling values in business organizations by demonstrating how they are the foundation for excellence, productivity, creativity, quality and for creating a stress-free work environment.

SAGE RESPONSE
2019 • 268 pages • Paperback (9789353284558)

THE 5Gs OF FAMILY BUSINESS
Walter Vieira Former chairman, International Council of Management Consulting Institutes, India and Mita Dixit Family business advisor, researcher, educator and co-founder, Equations Advisors Pvt Ltd, India

This book is an amalgamation of management theories, practices, and anecdotes encompassing five dimensions essential for the success and longevity of any family business: Genesis, Growth, Gen-next, Governance and Giving back.

SAGE RESPONSE
2018 • 228 pages • Paperback (9789352808656)

KITES IN A HURRICANE
Startups from Cradle to Fame
Rishi Kapal Global Strategist and CEO, EDUGILD Global Edtech Accelerator, India

Kites in a Hurricane is a book that describes how several startups used technology and entrepreneurial systems in an innovative manner to solve the problems they faced day after day when aspiring to build successful companies.

SAGE RESPONSE
2018 • 272 pages • Paperback (9789352807895)
SALESPEOPLE DON’T LIE

Roshan L Joseph  Sales and Marketing Evangelist

This book is a mission to spread the word on how sales can be a profession that does good for customers and adds value to their lives. It also advocates using a professional sales system that facilitates sales successes in an easy and legitimate way.

SAGE RESPONSE
2018 • 204 pages • Paperback (9789352807123)

WHO BLUNDERS AND HOW

The Dumb Side of the Corporate World

Robin Banerjee  Managing Director, Caprihans India Ltd

This book will help you understand many famous, frequent and common mistakes committed by businesses over time. The lessons learnt should enable you to run your businesses with lesser hiccups and maximize stakeholder return.

SAGE RESPONSE
2019 • 312 pages • Paperback (9789353285791)

THE LIFE OF Y

Engaging Millennials as Employees and Consumers

Debashish Sengupta  Director, Alliance School of Business
Alliance University, Bangalore, India

The book dives deep into the life of Generation Y and seeks to create an unbiased understanding about this generation, thereby exploding the perceptual myths and stereotypes about them. The book also suggests a new strategy to engage with the millennial generation in the workplace and marketplace in particular and the society in general.

SAGE Response
2017 • 316 pages • Paperback (9789386602749)
MENTORING 2.0
A Practitioner’s Guide to Changing Lives
Sunil Unny Guptan Visiting Professor, IIM Ahmedabad and Adjunct Professor, IIM Udaipur, India

This book is a walking tour of the workings of the mentoring process, the key aspects of the practice of mentoring, and the snares and snags to look out for. It takes a systematic look at all aspects of getting the best out of being a mentor and having one to guide you.

SAGE RESPONSE
2018 • 256 pages • Paperback (9789352807628)

ENTERPRISE-WIDE COACHING
The Ten Commandments
John Hoover Associate Research Professor, University of Colorado, Boulder, USA

In Enterprise-Wide Coaching, Dr. John Hoover skillfully uses his decades of experience in consulting organizations and coaching individuals to suggest how and why coaching leaders should be aligned with organizational goals and must keep the voice and interests of the organization alive in all coaching engagements.

SAGE RESPONSE
2018 • 320 pages • Paperback (9789352806430)

ENGAGE!
Co-creating Organizational Vitality and Individual Fulfilment
Sunil Maheshwari Dean, Samatvam Academy, India

Engage! emphasizes the role of the employee and the institution to make people engagement possible. It spells out a novel engagement paradigm that starts from the fundamentals i.e. the intrinsic nature of the human being and the basic nature of organizational work in modern society.

SAGE RESPONSE
2019 • 352 pages • Paperback (9789353282714)
HAPPINESS AT WORK
Mindfulness, Analysis and Well Being
R Anand Senior Vice President (Human Resources), HCL Technologies Ltd, India
A handful of stressors and internal psychodynamics derail the happiness of normal people like you and me. This book will help you become happier at work by applying the principles of science, psychology and mindfulness.
SAGE RESPONSE
2018 • 232 pages • Paperback (9789352808052)

THE BUSINESS OF MANAGING EMOTIONS
A Three-dimensional Approach
Manjiri Gokhale Joshi CEO, Global Talent Track (GTT), India and Manjeet Singh Founding Director, Yoviva Ltd, India
This book offers practical solutions to leverage emotions at work through a three-dimensional emotional management (3-DEM) framework—an amalgamation of the performing arts, the medical science, and the evolving social science of management.
SAGE RESPONSE
2018 • 256 pages • Paperback (9789352807987)

THE WHOLE BRAIN LEADER
8-Dimensional Approach
Ingvar Jónsson Writer, Entertainer and Performance coach, Leadership and Personal development and Sjoerd de Waal Founder of Trainnovation, The Netherlands
This book presents four steps of development, and leaders at each stage of development can coach their colleagues in their unique development journey. This book helps you to translate your individual leadership to leadership as a process for your whole organization.
SAGE RESPONSE
2018 • 236 pages • Paperback (9789352805969)
Sales rights restricted in The Netherlands and Iceland
YOUR LIFE IS YOUR MESSAGE

Discovering the Core of Transformational Leadership

Nancy Stanford Blair, Faculty Emerita, Cardinal Stritch University, Milwaukee, Wisconsin, USA and Mark L Gesner, Executive Director, Hub for Innovation and Community Engaged Learning, Cardinal Stritch University, Milwaukee, Wisconsin, USA

This book is a call to adventure, an opportunity to live life to the fullest and a guide to discovering your own path towards transformational leadership. Based on over 100 interviews with leaders from around the world who found their way to mission-driven lives, you are led on a path to determine your life’s meaning.

SAGE RESPONSE
2019 • 200 pages • Paperback (9789353287047)

WALK THE TALK

Women, Work, Equity, Effectiveness

Anjali Hazarika Author, Executive Coach, Facilitator

This book is a must-read for those who would like to walk the talk and suggests how together we can ensure equity with effectiveness. It provides ideas and agenda for action to create an ecosystem of empowerment.

SAGE RESPONSE
2017 • 356 pages • Paperback (9789386446916)

THE 99 DAY DIVERSITY CHALLENGE

Creating an Inclusive Workplace

Saundarya Rajesh Social Entrepreneur, Founder and President, AVTAR Group, India

Over a set of 99 stories, anecdotes and thought blogs, this book sequentially uncovers what inclusion and diversity means and how this can be absorbed by just about everyone.

SAGE RESPONSE
2018 • 328 pages • Paperback (9789352808311)
WINNING ON HR ANALYTICS
Leveraging Data for Competitive Advantage

Ramesh Soundararajan Partner, Culstran Consulting LLP, India and Kuldeep Singh Director, HR, Capgemini, Bangalore, India

In a dynamic world, the role of HR is central in tapping the vast potential of human capital. HR analytics is pivotal in identifying, measuring and articulating the objectives and outcomes of different programs. This book is a practical, do it yourself handbook to convert analytics into an area of strength and maintain competitive advantage.

SAGE RESPONSE
2016 • 272 pages • Paperback (9789386042415)

ROUND THE CLOCK
How a 24×7 Digital Marketplace Is Transforming Business

Ray Titus Professor of Marketing and Dean, Alliance School of Business, Alliance University, Bangalore, India

Round the Clock pulls the covers off an ‘infinite 24×7 digital marketplace’ to reveal its transformational impact on business. Using insights from research studies around the world, it uncovers for its readers how the digital medium is rewriting the rules of business and marketing.

SAGE RESPONSE
2018 • 200 pages • Paperback (9789352808205)

A MODERN PLAYBOOK OF DIGITAL TRANSFORMATION

Amitabh P Mishra Global CIO and CTO, Pharmaceuticals, India and Ashish Ranjan Chief Digital Officer, National Engineering Industries, NBC Bearings, CK Birla Group

This book takes you through the transformative journey of Dillon, the presumptive head of Digital in one of the world’s largest footwear manufacturers. Read the step-by-step digital transformation execution plan, complete with tools, artefacts, lessons, pitfalls to avoid and best practices from the industry.

SAGE RESPONSE
2019 • 312 pages • Paperback (9789353285753)
THE INDESTRUCTIBLE BRAND
Crisis Management in the Age of Social Media
Venke Sharma Digital Thought Leader and Hushidar Kharas
Digital Marketing Expert
This book seeks to aid brand and business owners to structure organizations to be crisis-ready. Creating a crisis squad and a crisis playbook, envisioning various scenarios that can occur, and what the brand’s response should be are some of the areas the book delves into.
SAGE RESPONSE
2017 • 172 pages • Paperback (9789386446794)

THE POWER OF DATA STORYTELLING
Sejal Vora Corporate Trainer
The Power of Data Storytelling aims to solve the classic dilemma of making data interesting and presenting it in the form of a great data story for today’s time-crunched professionals. It focuses on various methods of converting dry facts and figures into interesting characters and relaying them in the form of a story.
SAGE RESPONSE
2019 • 248 pages • Paperback (9789353282905)

GAME SUTRA
Rescuing Game Theory from The Game Theorists
Rohit Prasad Professor of Economics, MDI, Gurgaon, India
Game Sutra highlights the underlying strategic considerations of entities as diverse as heads of state, bitcoin miners and CEOs of internet companies to explain their decisive choices. Immerse yourself in its heady mix of cogent fact and smart analysis to develop your ‘game theoretic quotient’.
SAGE RESPONSE
2019 • 308 pages • Paperback (9789353285722)
LIFE COMPETENCIES FOR GROWTH AND SUCCESS
A Trainer’s Manual
Devendra Agochiya Training and Development Consultant

Life Competencies for Growth and Success is a complete guide for trainers engaged in promoting life skills training and education. This book will coalesce into producing more conscientious, responsible and productive members of society.

SAGE RESPONSE
2018 • 436 pages • Paperback (9789352805266)

WHAT’S YOUR SUPERPOWER?
Ultra Special Senses and You
Anjana Sen Consultant and Coach, Emotional Intelligence and Neuroleadership

In a conversational style, Dr Anjana Sen reveals how strengthening your fifteen USSs can build reserve capacity for coping, increasing resilience and enhancing leadership attributes.

SAGE RESPONSE
2019 • 236 pages • Paperback (9789353286132)

THE LAW OF POSSIBILITIES
How to Get What You Want
Anne-Mette Røsting CEO and Founder, Natural Force, Norway

This book will inspire you to take valuable steps toward your natural source of power to experience a joyful life; a life path filled with many opportunities and to gain a deeper understanding of why things happen the way they do.

SAGE RESPONSE
2018 • 232 pages • Paperback (9789352805723)
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THE POWER OF POSITIVITY

Optimism and the Seventh Sense

Padmakali Banerjee Pro Vice Chancellor, Amity University, Gurgaon, India

This book virtually acts as a handbook and a toolkit enabling readers to practice optimism in real life. It includes an assessment tool that helps individuals know their ‘optimism quotient’ providing them with valuable insights for achieving success.

SAGE RESPONSE
2018 • 240 pages • Paperback (9789352807017)

BESTSELLER

DISCOVER THE ALCHEMIST WITHIN

Taking the First Step Towards Personal Growth

Kartikeyan V Leadership and organization consultant, coach and facilitator, Rachna Nandakumar Consultant, areas of strategic human resources and organization development and Vishwanath P President and CEO, Institute of Transformational Coaching LCC, India

In this book, the authors shift the focus from the utilitarian paradigm of ‘being the best’ to ‘being more of yourself’. This is a book for those wanting to embark upon the path of self-discovery and wholeness.

SAGE RESPONSE
2018 • 268 pages • Paperback (9789352808502)

WHY PEOPLE GIVE

Interpreting Altruism

Ratna Vira Artist, Speaker and the Author of the bestselling novels Daughter by Court Order and It’s Not About You and Suhasini Vira Student, Economics and Politics, Durham University, UK

The book examines the act of giving from the primeval human instincts embedded in our genetic code, to exploring the psychology and economics of giving and altruism in India.

SAGE SELECT
2019 • 244 pages • Paperback (9789353285814)
KASHMIR

Exposing the Myth behind the Narrative

Khalid Bashir Ahmad  Former Civil Servant,
Kashmir Administrative Services

Kashmir exposes many fallacies used to uphold narrative of mass conversion of Hindus, and dissects the work of historians that has sustained ahistorical perceptions over a long period of time. By linking history to the present, the book facilitates an understanding of the situation today.

SAGE SELECT
2017 • 412 pages • Paperback (9789386062802)

BESTSELLER

INQUILAB

Bhagat Singh on Religion & Revolution

Edited by S Irfan Habib  Eminent historian and former Professor, National Institute of Educational Planning and Administration, New Delhi, India

Inquilab provides a corrective to such a situation brings together some of Bhagat Singh’s seminal writings on his pluralist and egalitarian vision. In doing so, it compels the reader to see that while continuing to celebrate the memory of Bhagat Singh as a martyr and a nationalist, we must also learn about his intellectual legacy.

YODA SAGE SELECT
2018 • 220 pages • Paperback (9789352808373)

INTERROGATING MY CHANDAL LIFE

An Autobiography of a Dalit

Manoranjan Byapari  Writer-in residence, Alumnus Software, Kolkata and  Sipra Mukherjee  (Translator) Professor, Department of English, West Bengal State University, Barasat, North 24-Parganas, India

This book talks about the author’s traumatic life as a child in the refugee camps of West Bengal and Dandakaranya, facing persistent want—an experience that would dominate his life. The book also charts his futile flight from home to escape hunger, in search of work as a teenager around the country, only to face further exploitation.

SAMYA SAGE SELECT
2018 • 384 pages • Paperback (9789381345139)
PURDAH TO PICCADILLY
A Muslim Woman’s Struggle for Identity

Zarina Bhatt
Former President of the Indian Association for Women’s Studies (IAWS), New Delhi, India

Tracing the life of Zarina Bhatt, a Muslim woman born and brought up in pre-partition India, this memoir narrates the experiences of a woman who strove to break out of the stereotypical roles imposed by the society of her times.

SAGE SELECT
2018 • 220 pages • Paperback (9789352806652)

MUSLIM WOMEN SPEAK
Of Dreams and Shackles

Ghazala Jamil
Centre for the Study of Law and Governance, Jawaharlal Nehru University, New Delhi, India

The book includes insights on the agency of young Muslim women and the impact of violence on their everyday lives after a violent ‘event’ or ‘episode’ passes into history and memory.

SAGE YODA Press
2017 • 216 pages • Hardback (9789352805006)

A HISTORY OF HINDUISM
The Past, Present, and Future

R Ramachandran (retd)
Professor of Geography, Delhi School of Economics, University of Delhi, India

This book presents an all-encompassing landscape view of Hinduism as it has been for the last five thousand years. Finally, the present status of Hinduism is discussed along with its survival in the future.

VITASTA SAGE SELECT
2018 • 336 pages • Paperback (9789352806980)
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