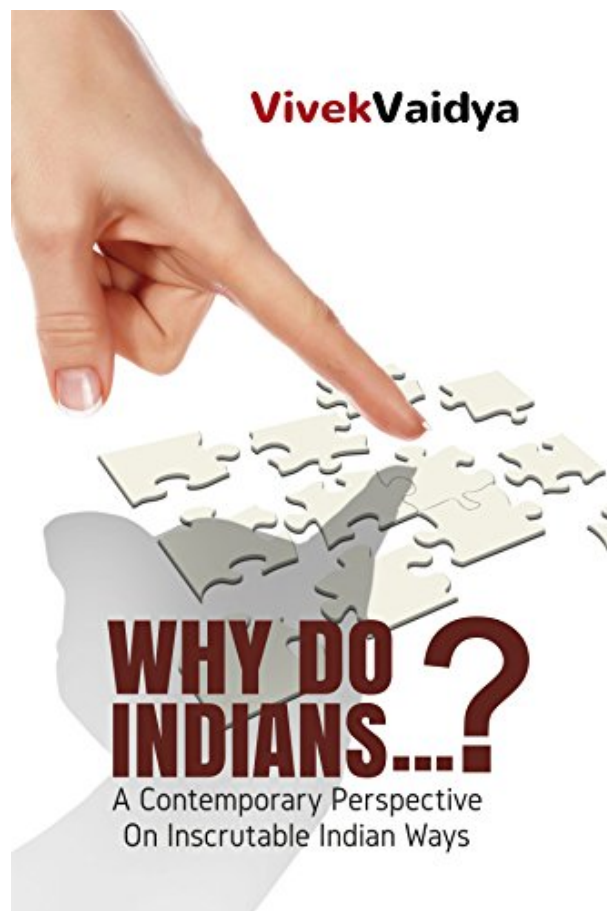


WHY DO INDIANS...?: A CONTEMPORARY PERSPECTIVE ON INSCRUTABLE INDIAN WAYS BY VIVEK VAIDYA



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A hand with a light skin tone is pointing its index finger towards a puzzle map of India. The puzzle pieces are light beige with dark grey outlines. The map is partially assembled, with some pieces missing, particularly in the southern and eastern regions. The background is white.

VivekVaidya

WHY DO INDIANS...?

A Contemporary Perspective
On Inscrutable Indian Ways

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Review

Simple and sensible, a must read. - Sudhakar Shenoy
Could not stop reading from start to end - Lorena Witty,
Lucid, Interesting - Aspy

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Must read for all - Dileep
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About the Author

Vivek Vaidya is a management consultant by profession, appears on major TV Channels like BBC, CNBC, Bloomberg, Al Jazeera, ET Now, Channel News Asia as Automotive Expert, delivers keynote speeches on diverse topics across the world but is a blogger at heart. He blogs on everyday happenings to bring out hidden perspectives that are invisible in foresight but obvious in hindsight. Buoyed by his response to a blog about inscrutable Indian habits and practices, he decided to write a book about it. The book blends entertaining anecdotal perspectives coupled with insights arising out of being a global Indian. This book has already received excellent response in pre-publishing phase by way of forewords from opinion makers and rave reviews from friends "Why Do Indians...?" is the book that is likely to make you laugh, entertain, be sensitive and introspect at the same time.

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The world relishes beef; Indians ban it. The world thinks Cricket is just a game; for Indians it is a religion. The world cannot comprehend arranged marriage; for Indians it is still a way of life. Ever wondered WHY? While interacting with curious non-indian friends, the author had to ponder about it. The result is five honestly humorous semi-fictional stories that you can relate to.

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I highly recommend it to anyone interested in Indian culture. - Vishwas

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Simple and sensible, a must read.

By B.Sudhakar Shenoy

In the twenty first century we are living in a so called flat world that is border-less and where geography is history, thanks to Globalization. Despite this generalization that is widely accepted, the ground reality is very different when it comes to the exponentially increasing interactions between individuals across cultures that are virtually poles apart. Business executives of global companies in particular are suddenly grappling with the challenges of working in cross cultural teams that require unique interpersonal skills. Vivek Vaidya deserves kudos for aptly summarizing his experiences in this short book from an Indian perspective. His style is simple conversational, with lots of interesting anecdotes, deep personal insights and integrity.

Many westerners still believe that India is a mystical place of snake charmers, sadhus and tigers. This is despite the deep respect that few of them have developed for India's rich cultural heritage and social values that have been so well researched by books like 'A search in Secret India' by Paul Brunton. Those who understand India love and admire her, and know more about India than the average well educated Indian. Indians on the other hand do find it difficult to interact with majority of westerners when it comes to discussion on Indian Culture, beliefs and traditions, partly due to ignorance and partly due to a feeling of inferiority due to lower incomes.

If I have to summarize the core of this book, it would be to reproduce a few lines:

'... conversations between foreigners and Indians are based on mutual disrespect. Both parties think that the other party is a fool that can't understand something as obvious as the basic. The fact is what is obvious and basic in one country is unimaginable in the other.'

Many Multinational companies in India have understood this issue and try to sensitize their executives through cross cultural trainings. I recommend this book to all HR Managers of global companies in India for distribution to budding managers who need to work and win in cross cultural global teams.

This book is an excellent effort on an important topic, especially when India is embarking on ambitious plans like 'Make in India'.

I dedicate my review to India's 69th Independence Day that falls 15th August 2015. JAI HIND.

2 of 2 people found the following review helpful.

India has been best in the world in game of Cricket and each ...

By Sudhir Thite

Why do Indians is the marvelous book, full of information explaining the particular behavior of the Indians which at times appears inexplicable.

India in itself is a very divergent country with 29 states and 7 union territories. Each state can have its own language with varied dialect. The cultures in each of these states can be extremely different and more driven by traditions or past practices. So understanding Indians with its own customs in each part of country at times can be really challenging for people from other part of the world. With such a diversity even the manner of celebrating festival can be different. Certain practices followed may appear quite confusing and irrational.

The book unravel the mystery and bring the facts and underlying logic to fore for people to understand. Reading these logic, one can wonder how certain practices followed connects to rich history of this country. One can get to know this through "Why do Indians not eat beef?"

With the changing times and with growing population, Indians have been adopting fast to globalization and has Indianized some of the games such as Cricket. India has been best in the world in game of Cricket and each Indian prides itself of this game. The book takes us through "Why do Indians Love Cricket?" in very detailed manner.

With the growing population, there can be extreme pressure on resources in India. The demand can easily outclass the supply. By nature, Indians, would always be resilient and find their options to mitigate challenges faced by resources etc. There is unimaginable unpatented innovations happen in India, which keeps you amazed and at times entertained. "Why Indians are good at Jugaad?" brings the resilient nature of

Indians through innovating at micro level.

I would strongly recommend this book for all Indians and also all the folks who deal with Indians to understand the particular behavior of the Indians. Though the observations need not be generalized and not all individuals will behave in the same way as discussed in the book, the broader explanations provided in the book are very much applicable.

Happy Reading!!!!

2 of 2 people found the following review helpful.

Captivating ,thoughtful perspective from professional .Must read!!

By AD

First of all let me congratulate Vivek for venturing into books, I know him as a friend and as a blogger for long.

I have been staying outside India for over long and I see curiosity , questions , confusions , misunderstandings about Indians.

Vivek did a great job in identifying those FAQs and answer them in a way to make it interesting and acceptable.

This is a very engaging read which I wasn't able to put down until I finished . I would recommend this to all Global citizen Indians and non-Indians.

It does a great job to bring all the bits and pieces together to understand and make understand these "Why" questions.My best wishes for many more to come in future.

See all 15 customer reviews...

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