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### **Management 21 C is reader's delight**

SAYS JOHN Quelch, dean, London Business School: "If you read only one management book this year, make it Management 21C." Voted the best business book of the year by Amazon.com, the world's largest online bookshop, Subir Chowdhury's Management 21C is making waves.

Continuing with his tribute, the London Business School dean describes Chowdhury's effort as "a provocative future-oriented book that offers a dramatic and convincing view of what leaders and organizations will need to be successful in the 21st century."

In Chowdhury's own words, the world today is developing at an exponential rate, which shows no signs of abating. According to him, business leaders and organizations will undergo a sea change in perception to remain competitive an extremely dynamic management environment.

Evidently, Chowdhury believes that the most important aspect of management in the new century will be leadership. " We have spent millions of mind hours an exploring the importance of return on investments (RoI) as key to the success of any business organization. It is time now to look at the people who make it possible," Chowdhury told ET. "The key to the success of a business outfit is evaluating the return on talent (RoT). Organizations will need to identify hidden talent for generating the best from its people. A system of talent management will have to be evolved to take the performance of companies to a new high," said Chowdhury. Thus, success and greater success will depend on how quickly quality management to transfer to people quality management.