

TINY THOUGHTS FOR A BOUNTIFUL BUSINESS

BY RAJENDRA KUMAR ANEJA

Tiny Thoughts For A Bountiful Business

Rajendra K. Aneja

Global Consumers

Leadership Anatomy

Tough Businesses

Corporate Affairs

Marketing to Billions

Modern Retailing

Rural Marketing

Customer Service

Merchandising

Salesmanship



ABOUT THIS BOOK:

“Ghaghar mein Sagar”, that is, “Insert the Ocean in a Pot”, counselled my wise father many years ago, on my dilemma over the length of an article. My Dad's advice was also reinforced by two of the six rules of writing taught by the English novelist, Mr. George Orwell, "Never use a long word where a short one will do. If it is possible to cut a word out, always cut it out."

“Tiny Thoughts for a Bountiful Business”, embraces 800 Plus pithy action ideas and guideposts, for Winning emerging global consumers, Selling to billions of customers, Leadership, Customer-Service, Power of grocers, Managing modern retail, Harvesting rural markets, Planning and controls, Business in conflict-areas, Social responsibility of business, etc., across nations.

Of the over 600,000 words, which I have published in my books, articles and Letters to the Editors, in the last 50 years and more, I have culled out these 800 Plus “Tiny Thoughts”, which may lead to profits, prosperity and a munificent business.

I hope that these 800 Plus “Tiny Thoughts” will help entrepreneurs, businessmen and managers to build strong businesses, and generate wealth for themselves, their employees and their countries.

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