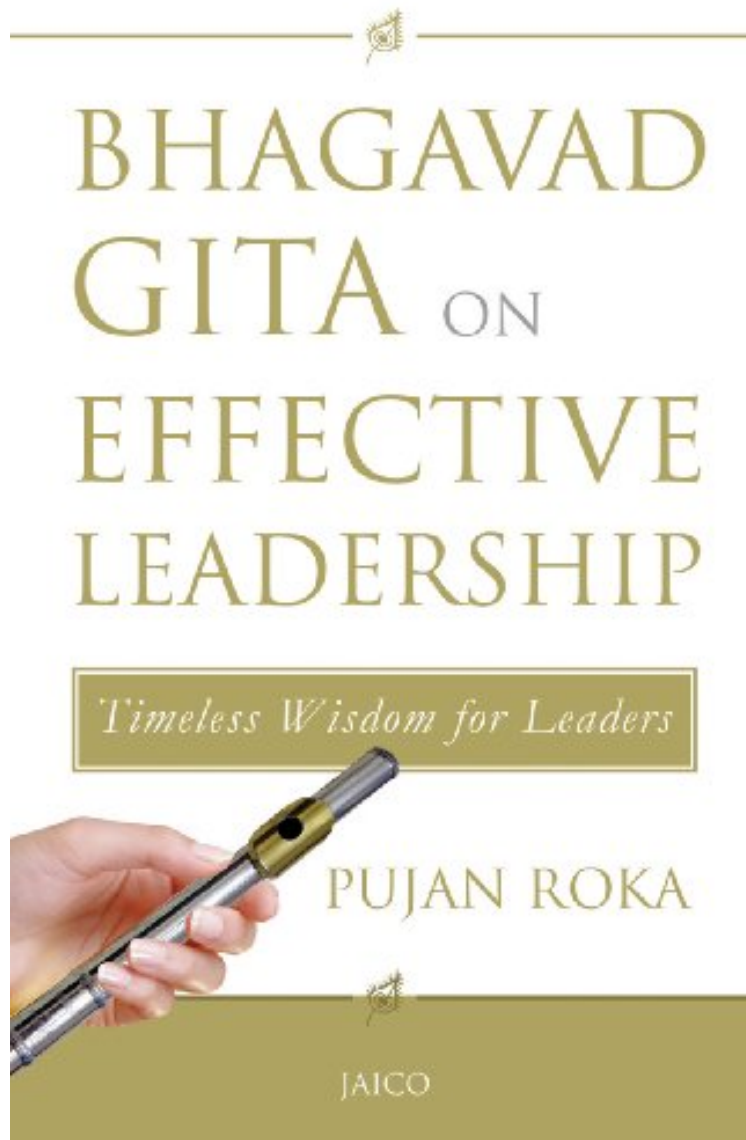


# Bhagavad Gita on Effective Leadership: 1

*Pujan Roka*

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after reading Pujan Roka's book could have been avoided. I would warmly recommend entrepreneurs and business leaders to read this book, which can serve them as a beacon on their journey. Dr. Eddie S. Jharap, Retired Managing Director of the State Oil Company of Suriname  
0 of 1 people found the following review helpful. Good book  
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2 of 2 people found the following review helpful. A fascinating and informative introduction to effective business management decision making  
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Bhagavad Gita On Effective Leadership: Timeless Wisdom For Leaders by Pujan Roka (Program Manager, Sprint Corporation) is a fascinating and informative introduction to effective business management decision making based upon the ancient and enduring wisdom of the Hindu holy scriptures known as the Bhagavad Gita. Providing concise guidance based upon the inspirational ideals of these ancient scriptures, the Bhagavad Gita On Effective Leadership educates western readers with a comprehensive and "user-friendly" understanding of the most effective approaches to management and leadership issues in the modern world of today. Exceptionally well written and organized for a western readership, the Bhagavad Gita On Effective Leadership is very strongly recommended reading for business managers, corporate executives, and governmental policy makers for its truly remarkable analysis of the Bhagavad Gita and its contained philosophies as applied to the roles and responsibilities of contemporary leaders and managers.

The Bhagavad Gita has been predominantly considered a scriptural summary of the essence of ancient Eastern teachings and wisdom, as studied in the contexts of philosophy, theology, and ancient Eastern literature. Many contemporary writers and thinkers of leadership have presented theories and practices that are similar to the concepts discussed in the Bhagavad Gita. Pujan Roka's Bhagavad Gita on Effective Leadership is the first to compare the concepts discussed in the Bhagavad Gita with contemporary leadership theories and practices. The Bhagavad Gita attests that the subject of leadership was profound in the ancient East; and its principles are still applicable to business and organizations today. For example, a leader's emotional intelligence, such as self-awareness and empathy, can have a large impact on an organization. Drawing on the brilliant insights gained from the Bhagavad Gita, Bhagavad Gita on Effective Leadership can show you how to be a valuable leader.

About the Author  
Pujan Roka is a program manager at Sprint Corporation. He is an award-winning editorial cartoonist whose work appears in the Oklahoma Gazette. [www.pujanroka.com](http://www.pujanroka.com)