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*Ashutosh Garg*

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#2885118 in eBooks 2013-06-01 2012-09-11 File Name: B015A9ZQ7C | File size: 72.Mb

**Ashutosh Garg : THE BUCK STOPS HERE** before purchasing it in order to gauge whether or not it would be worth my time, and all praised THE BUCK STOPS HERE:

In any business, it's the entrepreneur where the proverbial 'bucks' stop. Yes, it's a cliché, but that is what it boils down to. When things go wrong, it's your responsibility; when they go well, you get to enjoy the benefits. Ashutosh Garg was a high-flying corporate honcho who decided to quit and pursue his dream of

becoming an entrepreneur. But just having a dream is not enough, he discovered; one needs to be resourceful, pragmatic, weigh the pros and cons and, most of all, have the will to keep going in the face of all odds. In *The Buck Stops Here*, Garg compresses the key learnings and experiences from building Guardian Pharmacy, India's second largest chain of wellness, health and beauty stores. He reveals the realities of running one's own business and dispels some myths along the way. Learn how to source capital; get the best from your team—and yourself; manage costs; locate the perfect shop space; find the right partners to grow your business; and at the same time, manage your stress levels. These lessons will both inspire budding entrepreneurs to follow their dream as well as caution them about the challenges that lie ahead. Written by someone who has actually experienced the highs and lows of being a Startup Entrepreneur, *The Buck Stops Here* is essential reading for those who dream of running their own business.

Ashutosh Garg epitomizes a new breed of Indian managers who have dreamt, broken free from the corporate world and turned into successful entrepreneurs --Rajat Gupta. Ashutosh is an unusually intrepid entrepreneur. His story, in many ways, represents that of the Indian professional of the last two decades as he or she has gained in confidence and in risk-taking abilities. We need to view Ashutosh's book as a bit of social history, not just as a management guide which it most certainly is. Well-written, limpid prose makes it a sure eye-catcher --Jaithirth (Jerry) Rao, chairman, Value and Budget Housing Corporation; and author. Ashutosh's story about leaving the corporate life to build his own business is a great example for managers and entrepreneurs everywhere, and I predict his book will become a must-read for anyone considering this transition --George W. Wellde, former vice chairman, Goldman Sachs. From the Author: This book is based on my personal experience while building a pharmacy retail chain and shares all my personal trials and tribulations as a first time entrepreneur. About the Author: Ashutosh Garg, worked in the corporate sector for twenty-five years before launching Guardian Pharmacy. He was with ITC Limited for seventeen years, leaving in 1995 as managing director of one of the group companies. Thereafter, he spent eight years in the aerospace industry. He has been a regular contributor to publications such as *Business India* and *The Economic Times*, and is the author of *The Corner Office*.