



READING ROOM

Anil Gupta, Managing Director, KEI



What are you reading at the moment? What did you recently finish reading? What have you learnt from it?

I have just finished *The New Age Of Innovation* by C.K. Prahalad and M.S. Krishnan, This book is really good for market leaders. It is a thoughtful book and makes clear that the key to creating value and the future growth of every business depends on accessing a global network of resources to co-create unique experiences with customers.

The one book all leaders must read...

Anil Gupta, Managing Director, KEI In my opinion it should be *What They Don't Teach You At Harvard Business School* by Mark H. McCormack.

One book everyone in your sector should pick up...

It is *Electrical Wire And Cable Handbook* as it provides a comprehensive and substantial coverage of all types of energy cables--from wiring and flexible cables for general use, to distribution, transmission and submarine cables. It includes information on materials, design principles, installation, operating experience and standards. It is very a useful book for understanding the cable and wire Industry.

What kind of books would you normally buy while travelling?

During long flight journeys I prefer to read books related to business management and general information. At times I read about famous tourist destinations as well.

Have you written any books? If not, do you plan to write in future?

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