



GITA for BUSINESS MANAGEMENT, LEADERSHIP & PERFORMANCE

Gokul Upadhyay

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Gone are the days when the Gita was considered only a religious book for Hindus. Gone are also the days when only the scholars or philosophers dared to dive into the depth of meanings of Shlokas (verses) of the Gita. The brilliant students of business, management, science & arts, have started touching & feeling Gita as someone (not something) closest to their soul, their own soul-mate. Go to the classes of business schools & colleges in India, America & some other countries and see them teaching yoga & self-development courses as expounded in the Gita. Go to big business seminars or websites of business & management consultants and see explosion of phrases from the Gita & Vedas. This indicates that the time is turning and the Gita is revolutionizing modern business & leadership. This book has been written keeping in mind the needs of such performers aspiring for success in life & beyond. Most of the interpretations in this book are based on author's personal experiments & experience with the Gita, study of commentaries & material on the Gita, reviewing success & failure of Mahatma Gandhi's model of the Gita, studying life spans of many successful business persons, leaders and prominent personalities; and also analyzing reasons of misunderstanding & wrong implementation of Gita's messages. Author's focus has been to highlight the facts & formulas given in the Gita with their concealed implication which empower the performer for success, keeping in mind the long term perspective. Knowledge & practice of these facts & formulas fulfills and unites the performer with the real person within with infinite potential and power, which is the ultimate goal of life. The book will definitely inspire and empower students and young generation with the wisdom for success contained in Gita. In this perspective, I am sure, this unique book will be like a lighthouse for each performer for growth, success and to achieve ultimate goal of life.

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