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India Unbound

By Das, Gurcharan

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"Gurcharan Das, a Harvard-educated businessman who has managed to run Procter & Gamble's Indian operations successfully while authoring three plays, a novel and a stream of newspaper columns, has seen Indian socialism up close and personal. . . . When George Bernard Shaw famously wrote that "if all the economists in the world were laid end to end, they would never reach a conclusion," he clearly didn't have Das' book on the Indian economy in mind. Das weaves accessibly written history, thumbnail biographies of legendary Indian industrialists and entrepreneurs, his own experiences as a young executive building up the Vicks brand in the Indian heartland and accounts of Kafkaesque encounters with bureaucracy, into a book that traces "the struggle of one-sixth of humanity for dignity and prosperity" and comes to pretty clear conclusions. . . . Das writes in an engaging style, sprinkling his text with a well-chosen array of quotations. There are layman-friendly discussions of economic theories of poverty, and his arguments are leavened with a close reading of economic texts, both classic and contemporary. But what shines through is the telling anecdote,...



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