



Decoding Rahul Gandhi

By Aarth Ramachandran

Download now

Read Online →

Decoding Rahul Gandhi By Aarth Ramachandran

In a bid to demystify ‘Brand Rahul’, Decoding Rahul Gandhi chronicles his political path, which is different from that pursued by his mother Sonia, father Rajiv, and grandmother Indira. Although the 42-year-old Rahul has borrowed a few elements from them, he has carefully and deliberately added new ideas, strategies and practices from the world of business and management. Rahul’s philosophy is a form of corpo-politics, where management principles are applied to political leadership, and socio-politics, where beliefs in inclusive growth are ingrained in overall strategies. Why have Rahul’s plans flopped so far? His initiatives to inculcate ‘internal democracy’ in the Congress’ youth and student wings were well-intentioned, but lacked a clear-cut thrust and have failed to grapple with realpolitik. Decoding Rahul Gandhi is based on dozens of interviews with political actors, members of Rahul’s team in the Indian Youth Congress (IYC) and National Students’ Union of India (NSUI), and his friends and acquaintances. Coupled with in-depth reportage of his electoral and political campaigns, the book establishes how Rahul’s politics is riddled with inconsistencies, symbolism and an opportunistic, rather than committed, engagement with national issues. The book throws light on the factors that have shaped him as a person and politician. It details his working style, which is nearer to a CEO of a Fortune 500 company, and the role played by the members of his A-Team (which includes Kanishka Singh and Sachin Rao).

- How did Rahul Gandhi’s years abroad as a student and as a management consultant influence his politics?
- What was his much-hyped revamp of the IYC and the NSUI all about?
- What are the reasons for the Congress’ and Rahul’s humiliating defeat in the 2012 Uttar Pradesh assembly elections?
- How has he applied global management principles, like ‘The Toyota Way’ and ‘Bottom of the Pyramid’, to domestic politics?
- Prime Minister Rahul Gandhi – what would this mean for India?

 [Download Decoding Rahul Gandhi ...pdf](#)

 [Read Online Decoding Rahul Gandhi ...pdf](#)

Decoding Rahul Gandhi

By Aarthi Ramachandran

Decoding Rahul Gandhi By Aarthi Ramachandran

In a bid to demystify 'Brand Rahul', Decoding Rahul Gandhi chronicles his political path, which is different from that pursued by his mother Sonia, father Rajiv, and grandmother Indira. Although the 42-year-old Rahul has borrowed a few elements from them, he has carefully and deliberately added new ideas, strategies and practices from the world of business and management. Rahul's philosophy is a form of corpo-politics, where management principles are applied to political leadership, and socio-politics, where beliefs in inclusive growth are ingrained in overall strategies. Why have Rahul's plans flopped so far? His initiatives to inculcate 'internal democracy' in the Congress' youth and student wings were well-intentioned, but lacked a clear-cut thrust and have failed to grapple with realpolitik. Decoding Rahul Gandhi is based on dozens of interviews with political actors, members of Rahul's team in the Indian Youth Congress (IYC) and National Students' Union of India (NSUI), and his friends and acquaintances. Coupled with in-depth reportage of his electoral and political campaigns, the book establishes how Rahul's politics is riddled with inconsistencies, symbolism and an opportunistic, rather than committed, engagement with national issues. The book throws light on the factors that have shaped him as a person and politician. It details his working style, which is nearer to a CEO of a Fortune 500 company, and the role played by the members of his A-Team (which includes Kanishka Singh and Sachin Rao). • How did Rahul Gandhi's years abroad as a student and as a management consultant influence his politics? • What was his much-hyped revamp of the IYC and the NSUI all about? • What are the reasons for the Congress' and Rahul's humiliating defeat in the 2012 Uttar Pradesh assembly elections? • How has he applied global management principles, like 'The Toyota Way' and 'Bottom of the Pyramid', to domestic politics? • Prime Minister Rahul Gandhi – what would this mean for India?

Decoding Rahul Gandhi By Aarthi Ramachandran Bibliography

- Rank: #2469807 in eBooks
- Published on: 2012-09-20
- Released on: 2012-09-20
- Format: Kindle eBook

 [Download Decoding Rahul Gandhi ...pdf](#)

 [Read Online Decoding Rahul Gandhi ...pdf](#)

Editorial Review

About the Author

Aarthi Ramachandran is a political journalist who has worked with leading Indian newspapers such as The Economic Times and Business Standard. She has written about the Congress for the past seven years and tracked Rahul Gandhi's political career closely. She is now a freelancer, attempting the transition from being a fulltime journalist to a full-time mother. She lives in Delhi with her husband and daughter

Users Review

From reader reviews:

Novella Tinch:

Nowadays reading books be a little more than want or need but also get a life style. This reading practice give you lot of advantages. Associate programs you got of course the knowledge even the information inside the book in which improve your knowledge and information. The info you get based on what kind of publication you read, if you want get more knowledge just go with schooling books but if you want sense happy read one with theme for entertaining for instance comic or novel. Often the Decoding Rahul Gandhi is kind of guide which is giving the reader erratic experience.

Kimberly Franks:

The book untitled Decoding Rahul Gandhi is the e-book that recommended to you to learn. You can see the quality of the reserve content that will be shown to an individual. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of investigation when write the book, hence the information that they share to your account is absolutely accurate. You also might get the e-book of Decoding Rahul Gandhi from the publisher to make you considerably more enjoy free time.

Melvin Lucero:

Playing with family within a park, coming to see the ocean world or hanging out with close friends is thing that usually you have done when you have spare time, then why you don't try point that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love Decoding Rahul Gandhi, you are able to enjoy both. It is great combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout folks. What? Still don't buy it, oh come on its called reading friends.

Willie McCall:

Beside this kind of Decoding Rahul Gandhi in your phone, it could possibly give you a way to get closer to

the new knowledge or data. The information and the knowledge you might get here is fresh from your oven so don't end up being worry if you feel like an outdated people live in narrow town. It is good thing to have Decoding Rahul Gandhi because this book offers for you readable information. Do you oftentimes have book but you would not get what it's facts concerning. Oh come on, that would not happen if you have this within your hand. The Enjoyable option here cannot be questionable, including treasuring beautiful island. Use you still want to miss it? Find this book and also read it from currently!

Download and Read Online Decoding Rahul Gandhi By Aarthi Ramachandran #KMGT2LBF395

Read Decoding Rahul Gandhi By Aarthi Ramachandran for online ebook

Decoding Rahul Gandhi By Aarthi Ramachandran Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Decoding Rahul Gandhi By Aarthi Ramachandran books to read online.

Online Decoding Rahul Gandhi By Aarthi Ramachandran ebook PDF download

Decoding Rahul Gandhi By Aarthi Ramachandran Doc

Decoding Rahul Gandhi By Aarthi Ramachandran Mobipocket

Decoding Rahul Gandhi By Aarthi Ramachandran EPub

KMGT2LBF395: Decoding Rahul Gandhi By Aarthi Ramachandran