BEING DIFFERENT
An Indian Challenge to Western Universalism

Discover how our cultural proclivities give us an “Indian advantage” in a competitive world:

• Know our proven ability to manage profound differences and complexities, engage creatively.
• Appreciate our peaceful integration of many diverse cultures, religions and philosophies.
• Harness our cultural and philosophical capital for competitive advantages in order to lead rather than follow in global affairs.
• Be clear about defining Indian identity and soft power.
• Learn how dharma teaches us to overcome age-old conflicts between religion & science, believers & atheists, insiders & outsiders.

The best-selling author shows how to reverse the gaze to look at the West, repositioning Indian civilization from being the observed to the observer.

“BEING DIFFERENT provides intriguing answers to some of the questions that perplex both Indians and other India watchers. How are Indian businesses able to thrive despite our country’s weak infrastructure? What accounts for the instinctive environmentalism observed in Indian culture or the prolific and creative outpourings of Bollywood? How have jatis served as a structure of business self-organization and decentralized governance? Are there cultural factors that help our competitiveness in certain industries, such as IT, and that do not apply to other industries?” - R. Vaidyanathan, Professor of Finance, Indian Institute of Management, Bangalore.

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