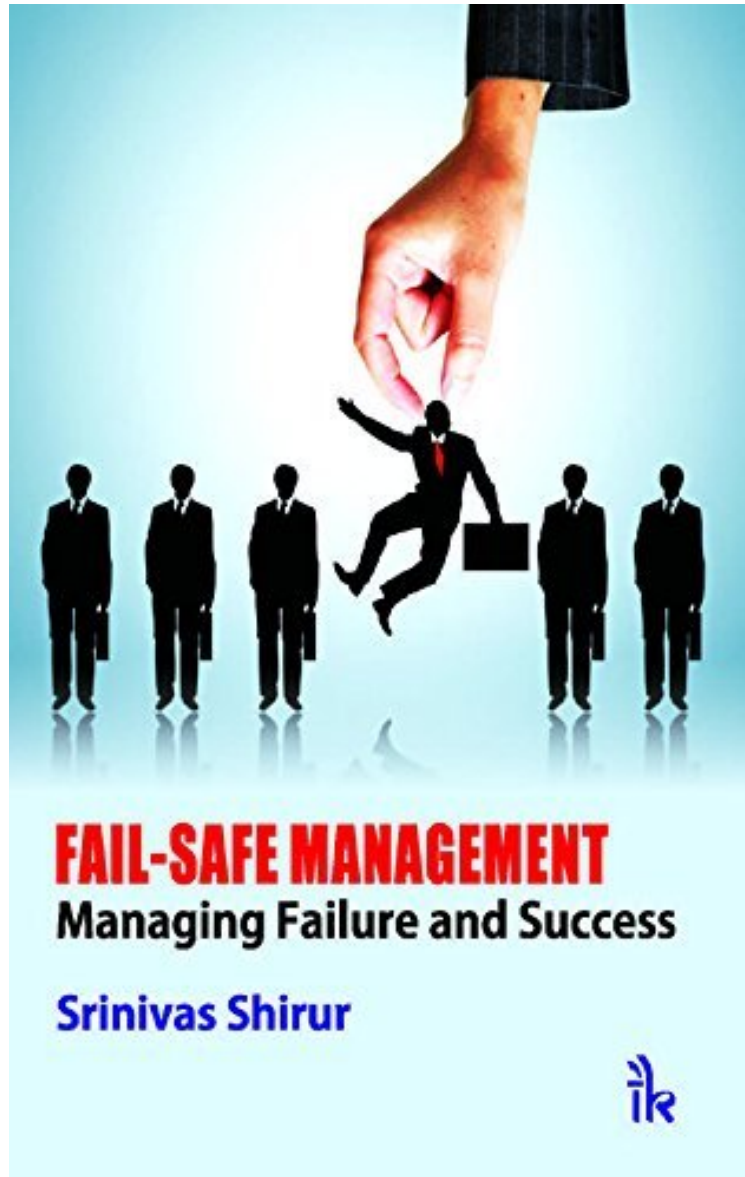


Fail-Safe Management: Managing Failure and Success

Shirur Srinivas

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Shirur Srinivas : Fail-Safe Management: Managing Failure and Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fail-Safe Management: Managing Failure and Success:

The objective of this book is to develop an understanding of the reasons for drastic failures, especially by wise people. It is always easier to be wise at the hindsight. Still, fair degree of precautions can be taken to avoid failures. It takes

plenty of efforts and a bit of luck to succeed. It takes a bit of bad luck to fail. It takes super effort to succeed tremendously. But it takes super effort towards stupidity to fail miserably. This book is all about that. Business schools mainly use case studies of successful people and events for improving students' learning outcomes. Very rarely one comes across case studies about failed stories. Failures are categorized under contingency planning and are considered as an exception. That is the reason why often students find it difficult to cope with failures in actual life and fail to manage them. This book is an effort to develop capabilities in people to manage failures as well as managing success. What we must understand is that failure is part of a process, it's a norm of life and success is an exception. This may sound as the new interpretation of the possibility of success, but it will help us to come to terms with our failures in a much better way. In this book, the author has reinterpreted success and failure. He has strived to study cases from the lives of those who failed miserably. You will find five cases of promoters of reputed companies and five cases involving employees of firms and owners of small companies who messed up with their professional and personal life. Also, the book highlights four cases of those nations which took wrong decisions after the Second World War, and which changed the course of the world's history. Cases have been selected based on their ability to provide key learning to the readers. Cases will cover both personality aspect of the protagonist and also background and technical details, which lead to understanding of the reasons for failure and lessons to be learnt from them.

About the Author Srinivas Shirur is the Director and a Senior Professor of Finance and Economics at the Galgotias Institute of Management Technology, Greater Noida. A Graduate in Economics (Hons.) from Delhi University, he did his M.A in Economics from Osmania University, MBA in Finance from Punjab University and M.A in Journalism from Madurai Kamraj University. Dr. Shirur has earned his Ph.D. in Finance from the Department of Business Studies, Jamia Millia Islamia (Central University), New Delhi. He was awarded Senior Research Fellowship by the University Grants Commission to pursue his doctorate. He has written eight books on topics relating to Finance and Economics. Around 80 of his articles have been published in reputed journals. He has been involved with various consultancy projects.