



The Yogic Manager: A Bridge Between Yoga-Vedanta and Management (Paperback)

By Avinash Sharma

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Yogic Manager is a business novel that was written to bridge Yoga-Vedanta and Management. The story is the medium by which several new frameworks, business models and management principles are explained. The author, Avinash Sharma, has incorporated the philosophies and teachings of the Bhagavad Gita, Mahabharata, Upanishads and Yoga Sutras. The book is a modern retelling of the ancient mythological epic, the Mahabharata, set in today's world of business. The epic's war of Kurukshetra has been recreated in the world of business at a consulting firm called Characterterra Consulting. The protagonist is Arjun Atmanand who faces a crisis when his conscience clashes with the instructions of his boss and Characterterra's founder, Raja Sahamkar. To help him with his crisis, Arjun receives advice from Yogi, a being with supernatural powers. Arjun learns Yoga and Vedanta from Yogi, which he uses to build a bridge between Yoga-Vedanta and Management. Arjun develops a set of Yogic Management frameworks and principles that are the foundations of this bridge: 1. Reality-Consciousness-Bliss Framework 2. Knowledge Work Equation 3. Motive-Mind-Means Framework 4. Purposeful...



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