

A book of bonds

Radheshyam Agarwal and Radheshyam Goenka — two childhood friends who became business tycoons and started their entrepreneurial journey in 1974 to set up Emami Ltd, have co-authored a book titled 'Business — The Emami Way' that encapsulates their entrepreneurial experience, business strategy and vision.

This concise, compelling read combines a pragmatic, down-to-earth approach to work with a childlike wonder and the utopian daydreams of the eternal optimists. With rare sensitivity and humanity, good, old-fashioned ethics and cutting-edge technology, the co-authors ha-



ve transformed their dream into the reality.

The book tells the story the journey with candour and sagacity.