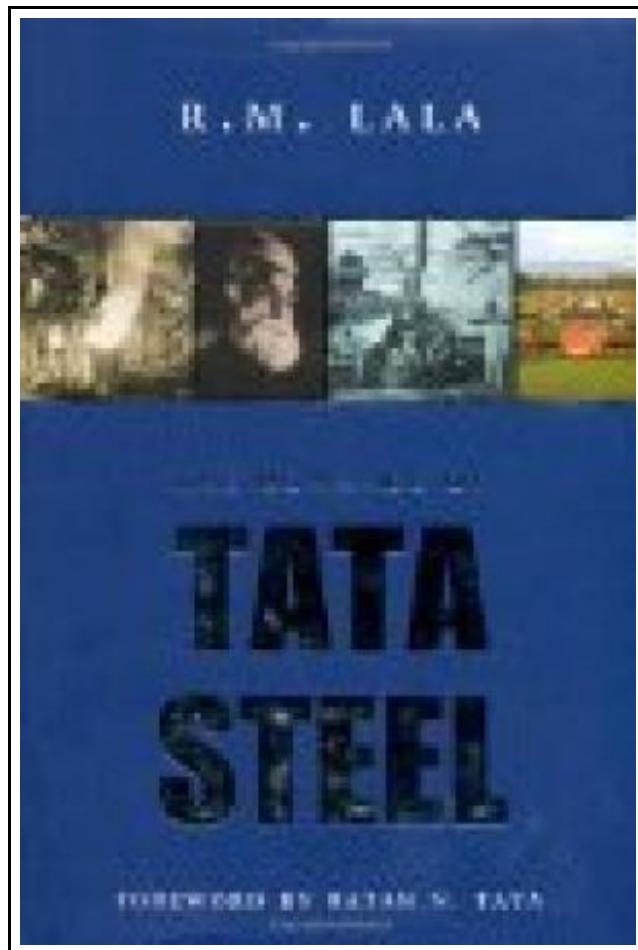


The Romance of Tata Steel



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Reviews

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THE ROMANCE OF TATA STEEL

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Viking Penguin India, New Delhi, 2007. Hardcover. Book Condition: New. 192pp. 32 b/w, Russi has captured the ? touch and feel? of events in Tata Steel from its early days . . . he also succeeds in bringing to life the human side of the company in a very readable and cogent manner. The book is a valuable and interesting record of the company?s evolution over its 100-year history, while at the same time being an enjoyable book to read.? ?From the Foreword by Ratan N. Tata ?The hand of history has woven the tapestry of the Tatas. Just over a hundred years ago Jamsetji Tata requested the Secretary of State in India, Lord George Hamilton, for the co-operation of the British Raj in starting India?s first steel works. On the hundredth anniversary of the registration of Tata Iron & Steel Company, the company won the bid to purchase the Anglo-Dutch steel giant CORUS. And so the wheel has turned a full circle.? R.M. Lala traces a hundred years and more of the exciting history of Tata Steel? from men searching for iron ore and coking coal in jungle areas, traversing in bullock carts before the site was found, to the company?s modern status as a world-class company. He brings to life a seldom-voiced account of the courage, vision and commitment of the men who created India?s first modern industrial venture which was to be the fountainhead of its industrial growth. The story Lala recounts is an eventful one of struggle for finances, of survival under unimaginable government controls, the evolution of incredibly humane labour practices (like an eight-hour work day much before it was a Western concept), the effort to compete as liberalization was ushered in, and Tata Steel?s ultimate triumph. For over a hundred years, Tata Steel has promoted a...

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