

Dhaval Bathia

He Swam with Sharks for an Ice-cream



Dear Editor:

In the tradition of successful motivational/business titles such as *The Monk Who Sold His Ferrari*, *Who Moved My Cheese*, and *Fish*, which are deft fusions of fiction and non-fiction, twenty-six-year-old bestselling author Dhaval Bathia presents *He Swam with Sharks for an Ice-cream*.

The book revolves around the life of two young executives – Dave and Abhi who work for Om Group. Like typical employees in their late twenties, both Dave and Abhi are disillusioned with corporate life. However, an unexpected mail from their boss promises to send them on a journey which will transform their lives forever. Dave and Abhi meet a retired billionaire who shares with them the ten secrets of how he created a billion-dollar corporate enterprise. Lessons ranging from how to improve employee motivation, accelerate growth, and increase profitability, the book is packed with tons of practical 'gyaan' that you won't find in a self-help book. The book reaches its climax, when Dave and Abhi learn the "3 secret laws of earning money."

The book is dotted with references to phenomenally successful businessmen like Dhirubhai Ambani, Ratan Tata, Ray Kroc (the founder of McDonald's Corporation), and Bill Gates. However, Mr. Ambani and his creation of Reliance form a central focus in the book. The author chose to focus on Mr. Ambani because he is the epitome of a never-say-die attitude. The author says, "Dhirubhai Ambani hailed from rural India and created a Rs. 65,000 crore empire in merely 40 years despite not having any formal education. His strategy is certainly worth studying and adopting."

Dhaval Bathia (B.Com, ACS, LLB) is one of India's youngest international bestselling authors. He has written 3 bestselling books which have been translated into several international languages. A reputed speaker, Dhaval's motivational talks have inspired people all over the world. His clientele includes an impressive list of companies such as Reliance, GMR, Welspun, Hinduja Group, Jet Airways, and Indian Oil Corporation amongst many others. To know more about him, visit www.dhavalbathia.com.

I do hope you will review this book in your publication. Do feel free to contact me for any additional information.

Best Regards,

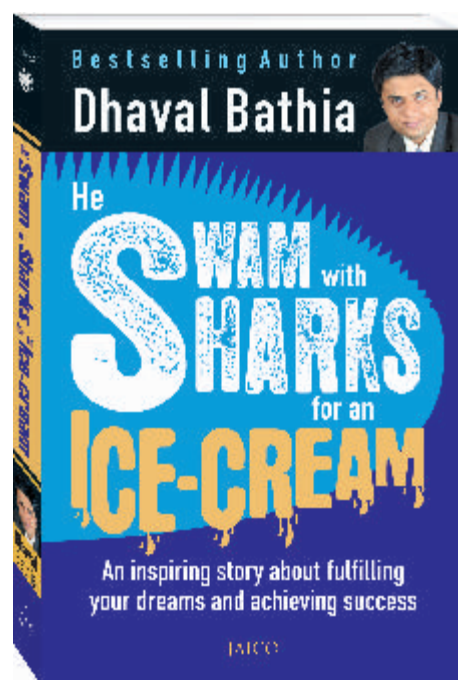
Akash Shah
Publisher

Jaico Publishing House

Elevate Your Life. Transform Your World.

✉ A-2 Jash Chambers, Sir Phirozshah Mehta Road, Fort, Mumbai - 400 001

☎ 022-4030 6767 📧 jaicopub@jaicobooks.com



J-1985 Rs.195 328p Demy ISBN 978-81-8495-066-3

For more details visit us @ www.jaicobooks.com