

Ambi Parameswaran's new book for God's Sake

Dear Friends

My new book For God's Sake will be reaching the book stores later this week. It is a light, anecdotal look at how religion, business and consumer behavior interact in our country. I am giving below the media release sent out by Penguin that may be of interest to you.

I am also enclosing a link to Amazon for those of you who want to quickly buy a Kindle version and a link to Flipkart for those interested in ordering a book online. I have also made a short video on the book for those of you who can spare 90 seconds. This is my seventh book and the first which is not just on just advertising, branding or marketing. My publisher [and a few reviewers] have been quite complimentary on the book. I loved the cover design, for one.

So please buy the book and post your reviews on Amazon and Flipkart. And wish me luck !

God Bless You All !

And may you and your family have a wonderful 2014 !

Ambi

Amazon Kindle

<http://tinyurl.com/pfnfb5e>

Flipkart Books

<http://tinyurl.com/ofc33c7>

Youtube Video

<http://tinyurl.com/q5kx2sr>

Media Release:

'Religion is at the heart of Indian life and smart businesses have understood how to tailor winning products and services by mining religious insights.'

Penguin Books India

is delighted to announce the publication of

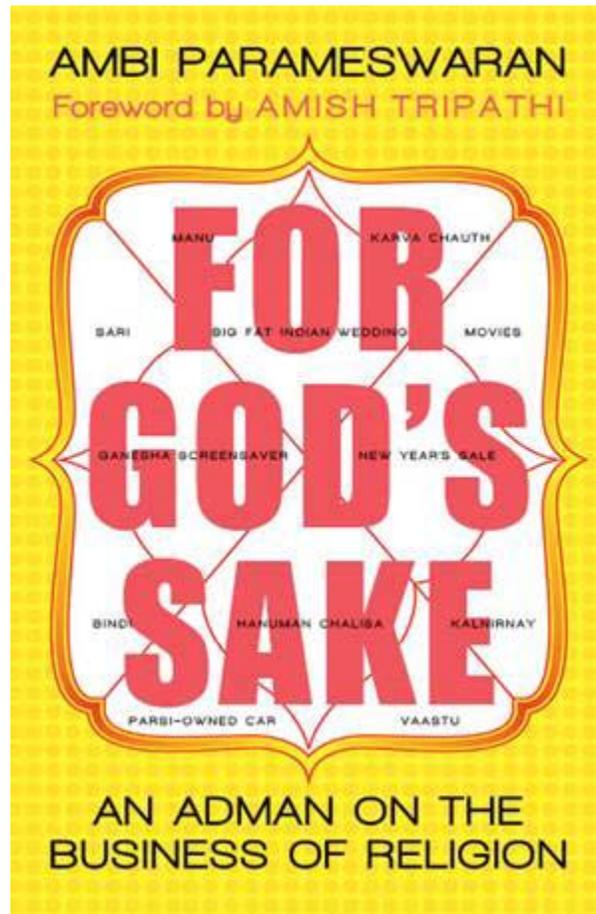
For God's Sake

An adman on the business of religion

by

Ambi Parameswaran

(with a foreword by Amish Tripathi)



About the book

An adman constantly strives to connect market research data to insight to come up with a winning campaign.

Ambi Parameswaran combines his thirty-five year experience as an advertising man with a lifelong passion for religious studies to answer questions like:

- Are Indians becoming more religious and more consumption driven at the same time?
- Why has the bindi disappeared from advertisements?
- How did Akshaya Trithiya become such a big deal?
- What makes Lord Shiva so cool?

- How did a Chennai-based department store start the New Year phenomenon?
- Are Muslims more open-minded shoppers?
- Why do people who have no interest in using an MBA degree still get an MBA degree?
- How did *Manusmriti* do a disservice to Indian women?
- What can Harvard Business School learn from the Kumbh Mela?

Ambi Parameswaran has filled this book with personal stories, anecdotes, lessons and excerpts from research and other publications.

This book is a treat for anyone interested in how religion has evolved and how clever marketers have ridden the wave by tailoring their products and services. It truly is a fascinating book on the business of Indian religion.

About the author

Ambi Parameswaran has spent a large part of his thirty-five-year working career in advertising at DraftFCB Ulka where he rose to be Executive Director and CEO. An engineer from IIT Madras and MBA from IIM Calcutta, he also completed his PhD from Mumbai University in 2012.

Ambi has authored/co-authored six books on topics ranging from brand building and advertising to consumer behavior.

When he is not busy at work, reading, writing or teaching, you can find him at a music concert. His wife Nithya is an ex-marketer turned stock market investor.

His son Aditya is an alumnus of IIT Bombay and Stanford. Ambi and his son started their PhDs at the same time but Ambi says he beat his son in the race to complete his PhD.

And Ambi will not tolerate any sassy back answers from his son on that, For God's Sake!