

SACK THE CEO

By Jeetendra Jain
Vikas Publishing House
First Edition, 2003
Rs.245/-

Reviewed by:
Ms. Monika Jain &
Ms. Ashima Agarwal
Faculty, Delhi Institute of Advanced Studies

The author in his maiden attempt has been able to produce hilarious, malicious and witty account of the type of characters that we come across in many organizations except the names have been changed with better sounding ones: Mr. Small Fry, Mr. Fast Track, Mr. Take It Easy. The bosses will come cloaked in as Mr. Topgun, Mr. Talk The Talk, Mr. Crony Capone, Mr. Volteface Or Family Man.

The story chiefly revolves around three characters in a company TITL Ltd. (Twist In The Tale Ltd.) with a corrupt boss. These characters are a general depiction of people who exist in every organization and office.

Mr. Small Fry is a hard-working employee and is not high in the corporate ladder but has strong ethics. He is curious about the diverse aspects of company's business and is usually clued up about the developments in office.

Mr. Fast Track is a potential leader at TITL. He is a strategist but lacks diplomatic skills. He soon learns the ropes of moving up the corporate ladder and also the importance of networking.

Mr. Take it Easy is a diligent worker but lacks ambition. He is benign,

honest and is ready to help anybody despite the fact that he is quite low in the hierarchy of TITL.

Small Fry identifies different categories of CEO and the diseases afflicting them. Crony Capone for instance suffers from corporate diabetes, which according to Small Fry is "A disease of Prosperity." Crony Capone loves sycophancy. Corporate diabetes rears its ugly head eventually and hits the company and the sycophants begin to desert the sinking ship.

Mr Parish Priest has a heart problem, because he has far too many things dear to his heart. He has an affinity for people belonging to his state, who speak his native language, eat his kind of food and wear his native outfits.

Mr. Talk The Talk is a corporate schizophrenic who promises one thing and does another. He makes colourful, snazzy and glorious presentations but never fulfils them. He takes the employees to the pinnacle of corporate desire and then eventually brings them down. There are others too like Mr. Volteface who suffers from Corporate Alzheimer disease. He creates very convenient, facetious logic and moves from promising one thing to doing something else.

Armed with this diagnosis the "Good Trio" comes up with medical therapies to cure the disease or sack the CEO. They take it up to themselves to remove their corrupt boss, Topgun the CEO, who is driving the company to ruin. They use medical analogies in an interesting manner and sketch the profiles of corrupt CEO. No CEO comes out looking good in the book.

This is really a guidebook for loyal employees as to how they can use various techniques to throw the corrupt CEO. There are some nice suggestions here for people who love office politics and intrigues. The author has tried to give a true to life account of corporate life. We come across many people in our lives that are there with us only when the pasture is green.

A non-corporate reader might find it difficult to absorb the corporate drama. But on the whole the book has some good ideas on corporate culture and leadership.

A good travel companion, a bedside book, that can be read like a short story. The various corporate scandals make it relevant in the current scenario. On the whole the book with its subtle sarcasm, the garb of humour is a MUST read.