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“In a world swarming with self-help literature, **Attitude Shift** breaks the convention of putting old wine in new bottles. **Shashikant Joshi** redefines Sanskrit maxims to examine contemporary lifestyle. A **handbook for human resource executives and those eager to enrich their knowledge.**”

~ HINDUSTAN TIMES, APRIL 2, 2011

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“I would recommend it strongly to anyone seeking clarity in thought and action as a corporate yogi.”

~ ADITYA NATH JHA, CEO, Krayon Pictures

Former Head, Global Branding & Corporate Marketing, Infosys

## Attitude Shift

– Sanskrit Maxims for Contemporary Life and Leadership

Foreword by **CHIRANJIV SINGH**

Former Additional Chief Secretary to Govt. of Karnataka  
Former Ambassador of India to UNESCO

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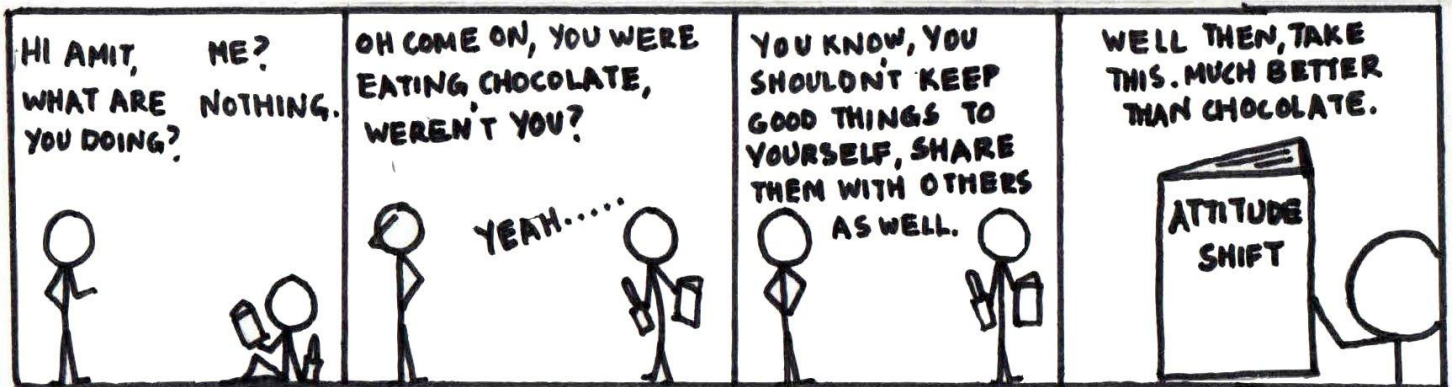


**SHASHIKANT JOSHI** holds a BTech from IIT Kharagpur (JEE 32) and an MS from Univ. of Minnesota, USA in Computer Science, and a 17 years US and 3 years Indian IT career helping clients like GE, Yahoo!, DHL, JP Morgan Chase, Progressive Insurance, Amtrust Bank.

An IT veteran, a poet and a Sanskrit enthusiast, he shares his infectious joy of Sanskrit wisdom, both practical and spiritual, at [PracticalSanskrit.com](http://PracticalSanskrit.com) and [Facebook.com/PracticalSanskrit](https://www.facebook.com/PracticalSanskrit) (6500+ fans).

He is also passionate about spreading awareness of Indian heritage and ancient wisdom through **INSPIRATIONAL AND INFORMATIVE TALKS.**

*Attitude Shift* revisits, explains and interprets **ancient Sanskrit maxims for contemporary life and leadership**. It gives something to think deep, the kind of stuff leaders should have for breakfast, lunch and dinner. Apart from the original words of the Sanskrit nyāya-s and language help for the Sanskrit enthusiasts, the focus is on the simple English explanation. **Knowledge of Sanskrit is not required.**

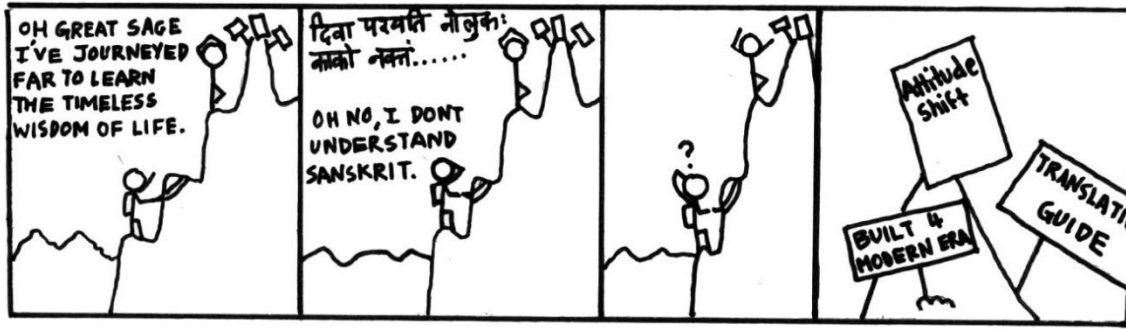


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## Praises for Attitude Shift

(Views expressed here are in personal capacity only.)

**Attitude Shift** is an *amazingly smooth compilation* of basic learnings from the rich heritage and culture of India. Read it, not just to recap the wisdom of your parents and grandparents but also to share it with your children, friends, colleagues and peers. Keep it handy, you will enjoy skimming through it during those kinds of days when all else seems incomplete.

**PRAKASH BAGRI**, *Former Director of Marketing, South Asia, Intel Corp.*

Reading Shashikant Joshi's **Attitude Shift** is an *humbling experience*. Shashi through meticulous research and careful interpretation of ancient wisdom shows us that what we espouse today as new theory on leadership has been in existence for over two thousand years. Shashi brings out an important distinction – change, as we know it, is only of the material world. Wisdom and values are age old and constant.

**JAYESH CHAKRAVARTHI**  
*SVP & Country Head – IT, Fidelity India*

**Attitude Shift** is an intriguing compilation of ancient Sanskrit wisdom with direct applicability to today's business. Shashi has done a commendable job in simplifying these maxims into everyday language using relevant examples. The *page-a-maxim* style makes the book most readable that I thoroughly enjoyed.

**PAVAN VAISH**, *Former CEO, IBM Daksh*

“**Attitude Shift**'s greatest specialty is that it is not just a literary or intellectual 'crying-in-the-forest' (futile) exercise. The soul of the maxims is expressed with such expertise, that one can clearly hear the heartbeat of modern contexts. There are miraculous, guiding principles, tips and directions hidden in these time-tested, simple, pithy sayings that they give new energy to life and management.”

~ **DR. SATYAVRAT VARMA**, *Retired Sanskrit Professor*

There is a social price that every country pays for economic progress – the worst of which is to disregard, ignore and indeed forget, its own rich cultural wisdom. It has happened in India. **Attitude Shift** is at the forefront of the fight against this unfortunate phenomenon. *Shashikant has the courage of conviction, the depth of knowledge, and above all, the perseverance and the passion* to -

*Well – let me dive into the depths of time,  
And bring from out the ages that have rolled.  
A few small fragments of those wrecks sublime,  
Which human eyes may never more behold.*

Henry Louis Vivian Derozio

Shashikant brings out the wisdom from ancient Indian works that is relevant to modern management in a simple and entertaining way. *I would recommend it strongly to anyone seeking clarity in thought and action as a corporate yogi.*

**ADITYA NATH JHA**, *CEO, Krayon Pictures  
Former Head, Global Branding & Corporate Marketing, Infosys*

Pithy advice conceptualized thousands of years ago is as relevant today as it was then. In **Attitude Shift**, Shashi has related them to our modern personal and professional life. *Easy to read and practical in its applicability* this book bridges the past to our present.

**ANJAN LAHIRI**, *President and CEO, IT Services  
MindTree Ltd.*

In **Attitude Shift**, Shashi bridges the gap between the timeless wisdom of India and the leaders of today through selected Sanskrit maxims in a succinct manner.

**DIPCHAND NISHAR**, *Senior Vice President  
Products and User Experience, LinkedIn*