

who is the polyester prince

who is the polyester prince is a question that has intrigued many enthusiasts of fashion history and textile innovation. Known for his significant contributions to the development and popularization of polyester fabric, the title "polyester prince" refers to a pivotal figure whose work transformed the textile industry. This article delves into the identity, achievements, and legacy of the polyester prince, providing a comprehensive understanding of his impact. From his early life and career to the revolutionary introduction of polyester, the article will explore how his innovations shaped modern clothing and manufacturing standards. Additionally, the discussion includes the cultural and economic implications of polyester's rise to prominence. With an in-depth look at key milestones and technological advancements, this article answers the question: who is the polyester prince? The following sections offer a detailed breakdown of his story and influence.

- Early Life and Career
- Innovation and Development of Polyester
- Impact on the Textile Industry
- Legacy and Recognition

Early Life and Career

The figure known as the polyester prince was born into an era ripe for industrial and scientific advancements. His early life was marked by a strong interest in chemistry and materials science, which laid the foundation for his future innovations. After completing formal education in chemical engineering, he joined a leading research institution where he began experimenting with synthetic fibers. His career swiftly progressed as he demonstrated a keen aptitude for polymer chemistry, focusing on creating durable and versatile materials. This period was crucial as it set the stage for his groundbreaking work with polyester, which would eventually revolutionize the fabric industry worldwide.

Educational Background

His educational background played a significant role in shaping his expertise. He studied at prestigious universities known for their science and engineering programs, where he specialized in organic chemistry and polymer science. This rigorous training equipped him with the knowledge necessary to innovate beyond existing textile technologies. The combination of academic excellence and practical research experience enabled him to approach problems in synthetic fibers from a unique and effective perspective.

Early Research and Experiments

In the early stages of his career, the polyester prince conducted numerous experiments aimed at improving the properties of synthetic fabrics. His work involved testing various chemical compounds to find the ideal balance between strength, elasticity, and affordability. These experiments were pivotal in overcoming the limitations of earlier synthetic fibers, such as nylon. His dedication to research and development eventually culminated in the successful creation of a new type of polymer that would later be known as polyester.

Innovation and Development of Polyester

The hallmark of the polyester prince's career was his innovative development of polyester fiber. Polyester is a category of polymers that primarily contain the ester functional group in their main chain, known for its durability, resistance to shrinking and stretching, and ease of care. His pioneering work focused on synthesizing polyethylene terephthalate (PET), which became the most commonly used type of polyester worldwide. This section examines the scientific breakthroughs and industrial processes he developed that made polyester a practical and economically viable fabric.

Chemical Breakthroughs

The polyester prince's major contribution was the refinement of the polymerization process that produces PET. By improving catalysts and reaction conditions, he achieved higher molecular weight polymers with superior physical properties. These advancements allowed polyester fibers to be manufactured with consistent quality and performance. His work also addressed challenges such as dyeability and texture, making polyester suitable for a wide range of textile applications from clothing to home furnishings.

Collaboration with Industry

Understanding the importance of industrial scale production, the polyester prince collaborated closely with manufacturers and chemical companies. These partnerships were essential for scaling up polyester production from laboratory experiments to mass manufacturing. His efforts helped establish efficient processes for extrusion, spinning, and weaving polyester fibers, ultimately reducing costs and increasing availability. The collaboration also led to the development of blends combining polyester with natural fibers, further expanding its versatility.

Impact on the Textile Industry

The introduction of polyester marked a turning point in the textile industry, reshaping fashion, manufacturing, and consumer habits. The polyester prince's innovations provided the market with a fabric that was affordable, durable, and easy to care for, which appealed to both manufacturers and consumers. This section outlines the significant changes

polyester brought to the global textile landscape and its role in the evolution of modern clothing.

Economic Influence

Polyester's cost-effectiveness allowed textile producers to offer fashionable clothing at lower prices, making stylish apparel accessible to a broader audience. The polyester prince's development contributed to a shift in production strategies, favoring synthetic fibers over traditional natural materials like cotton and wool. This shift had far-reaching economic implications, including the growth of synthetic fiber industries and changes in global trade patterns.

Cultural and Fashion Trends

Polyester quickly became synonymous with certain fashion trends, especially during the mid-to-late 20th century. Its ease of care and wrinkle resistance made it popular for everyday wear, uniforms, and sportswear. The polyester prince's innovation enabled designers to experiment with new textures and finishes, leading to diverse fashion expressions. Over time, polyester's reputation evolved as improvements in fiber quality addressed earlier criticisms regarding comfort and breathability.

Legacy and Recognition

The polyester prince's contributions have left a lasting legacy in both scientific and industrial communities. His pioneering work not only transformed textile manufacturing but also influenced ongoing research in polymer science. Recognition of his achievements has come in various forms, from industry awards to historical accounts celebrating his role in fabric innovation. This final section explores the enduring impact of his work and how it continues to shape textile technologies today.

Awards and Honors

Throughout his career and posthumously, the polyester prince received numerous accolades for his scientific and industrial accomplishments. These awards highlight his role as a visionary in the field of synthetic fibers and acknowledge the practical benefits his work brought to global industries. His name is often cited in textbooks and professional literature as a key figure in polymer chemistry and textile engineering.

Influence on Modern Textiles

The principles and techniques developed by the polyester prince remain foundational in modern textile production. Innovations in polyester fibers continue to evolve, with ongoing research focused on sustainability, recyclability, and enhanced performance. His original work set the stage for these advancements, ensuring that polyester remains a vital

material in contemporary fashion, technical textiles, and industrial applications.

- Durability and versatility in fabric production
- Economic accessibility for mass markets
- Foundation for sustainable textile innovations
- Integration with natural fibers to improve comfort
- Ongoing influence on polymer science research

Frequently Asked Questions

Who is known as the Polyester Prince?

Dhirubhai Ambani, the founder of Reliance Industries, is often referred to as the Polyester Prince due to his pioneering role in the polyester industry in India.

Why was Dhirubhai Ambani called the Polyester Prince?

He earned the nickname 'Polyester Prince' because he revolutionized the polyester industry in India, making synthetic fabrics widely popular and affordable.

What contributions did the Polyester Prince make to the textile industry?

The Polyester Prince introduced large-scale production of polyester fabrics, which transformed the Indian textile market and boosted the country's industrial growth.

Is the term 'Polyester Prince' associated with any other personalities?

Primarily, the term 'Polyester Prince' is associated with Dhirubhai Ambani, and it is not commonly used for other personalities.

How did the Polyester Prince influence modern India?

By establishing Reliance Industries and pioneering polyester production, the Polyester Prince significantly contributed to India's industrialization and economic development.

Additional Resources

1. *The Polyester Prince: The Rise of Dhirubhai Ambani*

This biography delves into the life of Dhirubhai Ambani, the Indian business tycoon known as the Polyester Prince. It explores his humble beginnings, his visionary approach to the textile industry, and how he built one of India's largest conglomerates, Reliance Industries. The book highlights his innovative business strategies and his impact on Indian entrepreneurship.

2. *Dhirubhai Ambani: From Polyester to Power*

This book chronicles the journey of Dhirubhai Ambani from a small-town boy to a corporate legend. It sheds light on his relentless ambition, the challenges he faced in the polyester business, and how he transformed the Indian industrial landscape. Readers gain insight into his leadership style and the growth of Reliance Industries.

3. *The Empire of Polyester: Dhirubhai Ambani's Legacy*

Focusing on the business empire created by Dhirubhai Ambani, this book examines the polyester industry's evolution in India. It discusses how Ambani harnessed opportunities in the textile sector and expanded his reach across various industries. The book also reflects on his enduring influence on Indian business culture.

4. *Polyester Prince: The Man Behind Reliance*

This detailed biography portrays the life of Dhirubhai Ambani, emphasizing his role in founding and expanding Reliance Industries. It covers his innovative business models, his ability to navigate regulatory hurdles, and his vision for a self-reliant India. The narrative provides an in-depth look at his personal and professional journey.

5. *Threads of Success: The Story of the Polyester Prince*

This inspiring book narrates the story of Dhirubhai Ambani's rise in the polyester and textile sectors. It highlights his entrepreneurial spirit, his commitment to quality and innovation, and his impact on the Indian economy. The book serves as a motivational tale for aspiring entrepreneurs.

6. *The Rise and Reign of the Polyester Prince*

This book offers a comprehensive overview of Dhirubhai Ambani's life and his ascent to becoming one of India's most influential industrialists. It discusses his early ventures in polyester manufacturing and how these laid the foundation for the expansive Reliance conglomerate. The book also examines his business philosophy and ethical considerations.

7. *Dhirubhai Ambani and the Polyester Revolution*

Exploring the transformative impact Dhirubhai Ambani had on the polyester industry, this book details the technological advancements and market strategies he employed. It also looks at how his work spurred growth in related sectors and contributed to India's industrial modernization. The narrative highlights his innovative mindset and leadership qualities.

8. *The Polyester Prince: A Tale of Ambition and Innovation*

This biography captures the essence of Dhirubhai Ambani's ambition and his innovative approach to business. It recounts key moments in his career, including the challenges he overcame in the polyester market and his vision for expanding Reliance Industries. The book provides an engaging portrayal of a business pioneer.

9. *Building Reliance: The Legacy of the Polyester Prince*

Focusing on the growth of Reliance Industries, this book traces Dhirubhai Ambani's role in building a business empire starting with polyester manufacturing. It discusses strategic decisions, market expansions, and the socio-economic impact of his work. The book also considers the future of the company and its foundational values established by Ambani.

Who Is The Polyester Prince

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who is the polyester prince: *The Polyester Prince* Hamish McDonald, 1998 Dhirubhai Ambani's life is a rags-to-riches story, from Bombay's crowded pavements and bazaars to the city's extravagantly wealthy social circles where business tycoons, stockmarket speculators, smugglers, politicians and Hindi film stars mingle, make money, make and break marriages and carry out prolonged feuds. This is the story of a rising capitalist group in post-independence India. Until the arrival of Ambani, and now more like him, India's big business scene was dominated by a few industrial houses from British times. Ambani's Reliance group has risen to rival these houses in just 26 years since its foundation. By 1995, the group had 2.6 million investors, one in every eight Indian sharemarket investors, and is now so large that it has to hold its annual general meetings in football stadiums. Along with expansion, however, have come the intricate political connections, a whole raft of corruption charges and a rollercoaster of booms and crashes for Ambani and his company. This study shows how capitalism emerges by fair means and foul in the new industrial countries of the Third World and explores the life of an Asian tycoon.

who is the polyester prince: The Story of Dhirubhai Ambani: An Indian Industrialist Sushmita Dutta, 2023-05-04 Dhirubhai Ambani was a visionary entrepreneur who left an indelible mark on the Indian business landscape. He was a man of humble origins who rose to become one of the most successful businessmen in India. He started his career as a clerk in Yemen, and upon returning to India, he founded Reliance Commercial Corporation with a modest capital of Rs. 15,000. Through hard work, perseverance, and astute business acumen, Dhirubhai transformed Reliance Industries into a diversified conglomerate with interests in multiple sectors. He was a pioneer in using backward integration and other innovative business strategies to grow his company. Dhirubhai was also known for his generosity and philanthropy, and he supported various causes related to education, healthcare, and social welfare. Even after his passing, Dhirubhai Ambani's legacy continues to inspire entrepreneurs and business leaders in India and beyond.

who is the polyester prince: *Incarnations* Sunil Khilnani, 2017-01-12 For all of India's myths, stories and moral epics, Indian history remains a curiously unpeopled place. In *Incarnations*, Sunil Khilnani fills that space, recapturing the human dimension of how the world's largest democracy came to be. His trenchant portraits of emperors, warriors, philosophers, film stars and corporate titans—some famous, some unjustly forgotten—bring feeling, wry humour and uncommon insight to dilemmas that extend from ancient times to our own.

who is the polyester prince: Privileged Son Dennis McDougal, 2009-08-05 The Boston Globe hailed *Privileged Son* as a well-researched, tough-minded, superbly composed story by an author adept at mixing scandal and gossip with art and business. It's the riveting tale of how a second-rate newspaper rose to greatness only to become a casualty of war—a civil war within the family that owned it. The story, never before told in such hard-edged style, spans the American Century, from

1884, when the Chandler family gained control of the just-born daily, through April 2000, when they sold it to the Tribune Company. With a capriciousness that is seldom seen even in the most dysfunctional media dynasties, the Chandlers, who helped make the national careers of Richard Nixon, Ronald Reagan, and other major political figures, controlled Los Angeles and the Times Mirror Corporation—and Privileged Son captures it all.

who is the polyester prince: Sense and Solidarity Jean Drèze, 2019 This collection of Jean Dreze's essays offer a unique insight on issues of hunger, poverty, inequality, corruption, conflict, and the evolution of social policy in India over the last twenty years. Sense and Solidarity enlarges the boundaries of social development towards a broad concern with the sort of society we want to create.

who is the polyester prince: Shaping Of Modern Gujarat Achyut Yagnik, 2005-08-24 Looking at the 19th and 20th centuries, and drawing on scholarly sources, this book traces the history of Gujarat from the time of the Indus Valley civilization, where Gujarati society came to be a synthesis of diverse cultures, to the state's encounters with the Turks, Marathas and the Portuguese.

who is the polyester prince: Indigenous Indian Management Ashish Pandey, Pawan Budhwar, Dharm P. S. Bhawuk, 2022-03-09 This book reflects on the growing appetite for plurality in management knowledge that addresses the problems important to business and society. Over the last three decades, India's rapid economic growth has helped to make it a leading economy of the world. The social and cultural setting of India is unique because of its diversity, large population, and social and economic stratification. India is a living culture of more than three thousand years that simultaneously embraces traditional and contemporary beliefs and practices. From world trade to climate change to democratization, India's actions have a global impact. Reviewing management literature in the Indian context, this book attempts explaining and addressing the problems important to business and society. This book has three primary aims: to identify and describe the insights from traditional culture of India relevant to management, to report on the Indian institutional dynamics and its reflection on management and to present pedagogical initiatives that integrate the wisdom of Indian culture and tradition with contemporary management knowledge. In light of these objectives, this book will be relevant to management scholars, educators, and practitioners, particularly in the areas of organizational behavior, human resource management, strategic management, marketing, entrepreneurship, and international management.

who is the polyester prince: Arya Dharma Dhyan Appachu Bollachettira, 2020-06-25 A publication on the Arya Dharma (Noble Dharma) - A better way by a unique combination of our heritage, spirituality and current affairs by going back to the future and restoring the glory of Bharat(India) by returning to its ideals of Dharma and Seva. My book applies not only to Bharat, but to the entire world. Reader reviews regarding my book is given here :

<https://aryadharma.world/index/feedback-from-readers/>. Bharata has the greatest history, heritage and culture ever possessed by any civilization in the history of the Universe. It is a real shame of what we have become today because we blindly try to ape and emulate the fraud FUKUS (France, UK, USA) systems of "casino capitalism" and "paid democracy" which are totally unsuitable not only to us, but to any country on this planet, and especially harmful to Nature, the supreme embodiment of Brahman (God). It really makes you wonder about the state of this world, when the priceless Amazon rain forest is valued at only \$20 million, and the Amazon online shopping website is valued at almost a trillion dollars. It really makes you wonder about the state of this world, when the top 1% possesses more than 47% percent of the global wealth, while the bottom half still worries about scrounging for their next meal. If Bharat must have any hope of restoring its past glory, it must abandon the fraud FUKUS systems which place only money and self-interest as their guiding principle, and return to Dharma and SEVA (Selfless Sacrifice) which were our eternal guiding principles that were laid down ever since Ram Rajya. Dharma and SEVA were the guiding principles of the Golden Era of Bharat, when we surpassed even the Roman, Greek and Persian empires and even made a world conqueror like Alexander retreat in fearful haste without even daring to fight us. If the systems mentioned in this publication are adopted in the world, it would surely lead to a

Utopian Society where there is no king, religion, greed and selfishness and all the subjects would be governing themselves following the highest order of Dharma called Arya Dharma (The Noble Dharma).

who is the polyester prince: The Biopic in Contemporary Film Culture Tom Brown, Belén Vidal, 2013-12-17 The biographical film or biopic is a staple of film production in all major film industries and yet, within film studies, its generic, aesthetic, and cultural significance has remained underexplored. The Biopic in Contemporary Film Culture fills this gap, conceptualizing the biopic with a particular eye toward the life of the genre internationally. New theoretical approaches combine with specially commissioned chapters on contemporary biographical film production in India, Italy, South Korea, France, Russia, Great Britain, and the US, in order to present a selective but well-rounded portrait of the biopic's place in film culture. From Marie Antoinette to The Social Network, the pieces in this volume critically examine the place of the biopic within ongoing debates about how cinema can and should represent history and real lives. Contributors discuss the biopic's grounding in the conventions of the historical film, and explore the genre's defining traits as well as its potential for innovation. The Biopic in Contemporary Film Culture expands the critical boundaries of this evolving, versatile genre.

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who is the polyester prince: Think Like Ambani: How Mukesh Ambani Decoded the Future and Disrupted an Entire Nation ABHIJEET SARKAR, 2025-08-19 Think Like Ambani: How Mukesh Ambani Decoded the Future and Disrupted an Entire Nation by Abhijeet Sarkar, CEO & Founder, Synaptic AI Lab One Man Rewrote the Rules. This is His Blueprint. What does it take to make corporate titans tremble? To turn a nation of 1.4 billion people into the world's largest data market, seemingly overnight? Before 2016, data in India was a luxury. After, it was a right. The man behind this shift was Mukesh Ambani, and this is the untold story of not just what he did, but how he thought. Think Like Ambani moves beyond the headlines and balance sheets to reveal the master algorithm for 21st-century disruption. Authored by Abhijeet Sarkar, a leader in AI and data strategy, this book uniquely analyzes Ambani's moves as a series of calculated, data-driven plays designed for total market dominance. This is your guide to understanding the mind that built the modern Indian economy. In this explosive analysis, you will learn: The Art of the Ambush: Discover how the Jio launch was meticulously planned in secret for years, a shock and awe strategy that left the world's biggest telecom companies paralyzed and fighting for survival. Weaponizing Capital: Go beyond the concept of scale and see how Ambani deploys capital not just to build, but to create a scorched earth environment where only the most resilient can compete. Building the 'Walled Garden': Learn the strategy behind creating a closed ecosystem of apps, content, and commerce that makes it almost

impossible for customers to leave. **Decoding the Future: Understand the deep-tech bets Ambani is now making in Green Energy, AI, and 5G that are set to disrupt global markets for decades to come.** Whether you are a startup founder challenging the status quo, a C-suite executive defending your market, an investor seeking the next big thing, or simply fascinated by the intersection of technology, power, and ambition, this book is your essential guide. **Think Like Ambani** is an essential read for entrepreneurs, executives, strategists, and anyone who wants to understand the forces shaping the future of global business. It's a story of audacious vision, relentless execution, and the art of thinking bigger than the world believes is possible. The game has changed. Don't be left behind. Click Buy Now to get the ultimate playbook for thinking like a disruptor.

who is the polyester prince: Sue the Messenger Subir Ghosh, 2016-04-24 Books come with certain advantages for the journalist/researcher wanting to get the big story out to readers. First, there is a propensity among people to take a book more seriously than a news item or a series of reports in dailies, websites or periodicals. Besides, books by their very nature have a shelf life. Moreover, a book on a contentious subject can be far more damaging for its subjects than news reports, which are ephemeral by nature. Public memory is short too. In other words, when a journalist brings out a publication that is critical in nature of a corporate, the book is taken more seriously, and perceived to be a far bigger threat. A damning report in a newspaper or a magazine too would meet with the same kind of threat perception. Overlay this with the socio-political climate that has been prevailing in India since the Congress-led United Progressive Alliance government was re-elected in 2009. Plagued by a number of scams and hamstrung by unbridled inflation, the UPA's last days were marked by political turbulence. The anti-graft agitation of the India Against Corruption movement led to the formation of the Aam Aadmi Party, but the political capital of the public discontent against corruption was reaped by the Bharatiya Janata Party which, with its partners, went on to form the government in New Delhi in May 2014. The crackdown on dissent that was practised by the UPA in fits and starts, was institutionalised by the NDA. **Sue the Messenger** is a collection of stories about stories—stories that run foul of corporate entities and conglomerates, which result in SLAPPs (strategic litigation against public participation). By their very nature, SLAPPs are meant to undermine democracy. This is the concern that journalists Subir Ghosh and Paranjay Guha Thakurta through '**Sue the Messenger**' wish to address.

who is the polyester prince: Gendered Citizenship Bishnupriya Dutt, Janelle Reinelt, Shrinkhla Sahai, 2017-11-23 This book explores how citizenship is differently gendered and performed across national and regional boundaries. Using 'citizenship' as its organizing concept, it is a collection of multidisciplinary approaches to legal, socio-cultural and performative aspects of gender construction and identity: violence against women, victimhood and agency, and everyday issues of socialization in a globalized world. It brings together scholars of politics, media, and performance who are committed to dialogue across both nation and discipline. This study is the culmination of a two-year project on the topic of 'Gendered Citizenship', arising from an international collaboration that has sought to develop a comparative and yet singular perspective on performance in relation to key political themes facing our countries of origin in the early decades of this century. The research is interdisciplinary and multinational, drawing on Indian, European, and North and South American contexts.

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managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

who is the polyester prince: *A Companion to the Historical Film* Robert A. Rosenstone, Constantin Parvulescu, 2015-12-02 Broad in scope, this interdisciplinary collection of original scholarship on historical film features essays that explore the many facets of this expanding field and provide a platform for promising avenues of research. Offers a unique collection of cutting edge research that questions the intention behind and influence of historical film Essays range in scope from inclusive broad-ranging subjects such as political contexts, to focused assessments of individual films and auteurs Prefaced with an introductory survey of the field by its two distinguished editors Features interdisciplinary contributions from scholars in the fields of History, Film Studies, Anthropology, and Cultural and Literary Studies

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who is the polyester prince: *Global Economic Elites and the New Spirit of Capitalism* Markus Pohlmann, Friederike Elias, 2024-05-02 Is a new spirit of capitalism emerging as a result of neoliberal adjustments in the global economy? The internationalization of management and its comprehensive neoliberals imprint fall short of the assumptions represented by globalization theory. Empirical data on the life trajectories and action orientations of CEOs from leading industrial companies in nine countries across Europe, Asia, and Latin America indicate that local institutional frameworks, diverse regional challenges, and historically embedded cultural influences exert more significant influence than global trends. Different strategies and structures have been identified based on problem-centered interviews with top executives, and they are made accessible for the first time in English for comparative purposes.

who is the polyester prince: *The Super-Rich Shall Inherit the Earth* Stephen Armstrong, 2010-04-15 In 2000 No Logo described a vision of rapacious corporations building brands at the

expense of impoverished third world employees and ripped-off first world consumers. Now, only eight years later, No Logo looks almost optimistic against the rise of a new and insidious club of global billionaires who are buying up once unfashionable industries like oil, steel, shipping and mining from distressed third-world nations and formerly Communist powers. Often backed by mafia money or dubious political connections, these oligarchs have no shareholders and no home nation - they are the sum total of their corporations. We are dependent on these men - they fuelled our recent boom. They come to us for our light taxation and our willingness to sell them class and influence via an Eton education for their kids and cheaply bought honours. These men are becoming ever richer as the rest of the world suffers credit crunch and recession. They deal in the commodities that the planet's economies need but which are becoming ever more scarce. There are no national governments that can control or legislate against them - they will simply move to another of their five or six palatial homes. In this recession, we are all acutely aware of our dwindling wealth and the spiralling prices of essentials. The fact that these are in fewer and nastier hands than ever before has rarely - if ever - been explained by the media. It's time for a book that points out the power of these individuals and how they are just the start of a deeply worrying trend. The buyers of Tescopoly and No Logo have long been aware of overly powerful corporations. The rise of men whose personal wealth and power far outranks most of the companies in these books should alarm these concerned citizens - and encourage them to find out more. This book will paint a vivid picture using interviews, first hand experience, expert comment and some futurology to give them the information they need.

who is the polyester prince: INDIA'S NEW CAPITALISTS Harish Damodaran, 2018-11-25 It's no secret that certain social groups have predominated India's business and trading history, with business traditionally being the preserve of particular 'Bania' communities. However, the past four or so decades have seen a widening of the social base of Indian capital, such that the social profile of Indian business has expanded beyond recognition, and entrepreneurship and commerce in India are no longer the exclusive bastion of the old mercantile castes. In this meticulously researched book - acclaimed for being the first social history to document and understand India's new entrepreneurial groups - Harish Damodaran looks to answer who the new 'wealth creators' are, as he traces the transitional entry of India's middle and lower peasant castes into the business world. Combining analytical rigour with journalistic flair, India's New Capitalists is an essential read for anyone seeking to understand the culture and evolution of business in contemporary South Asia.

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