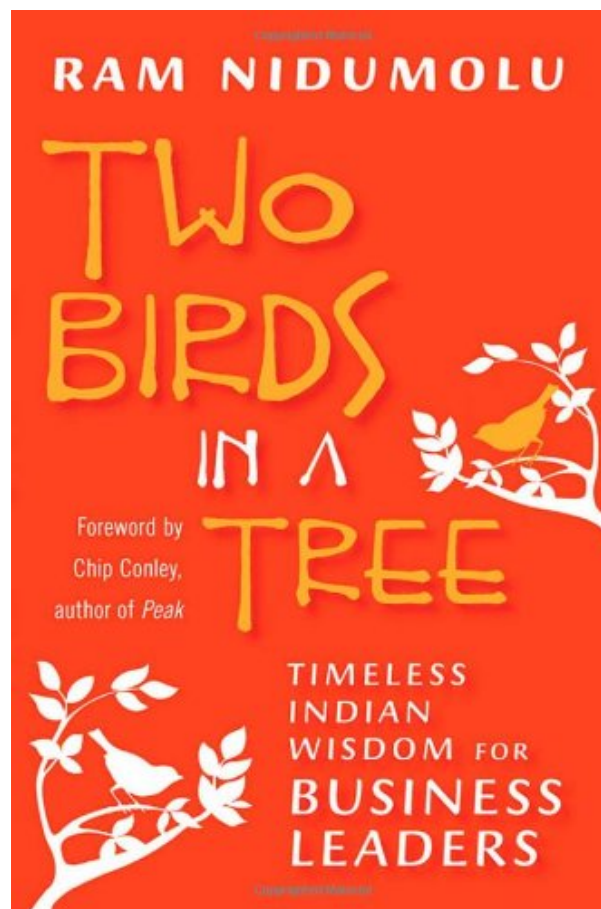
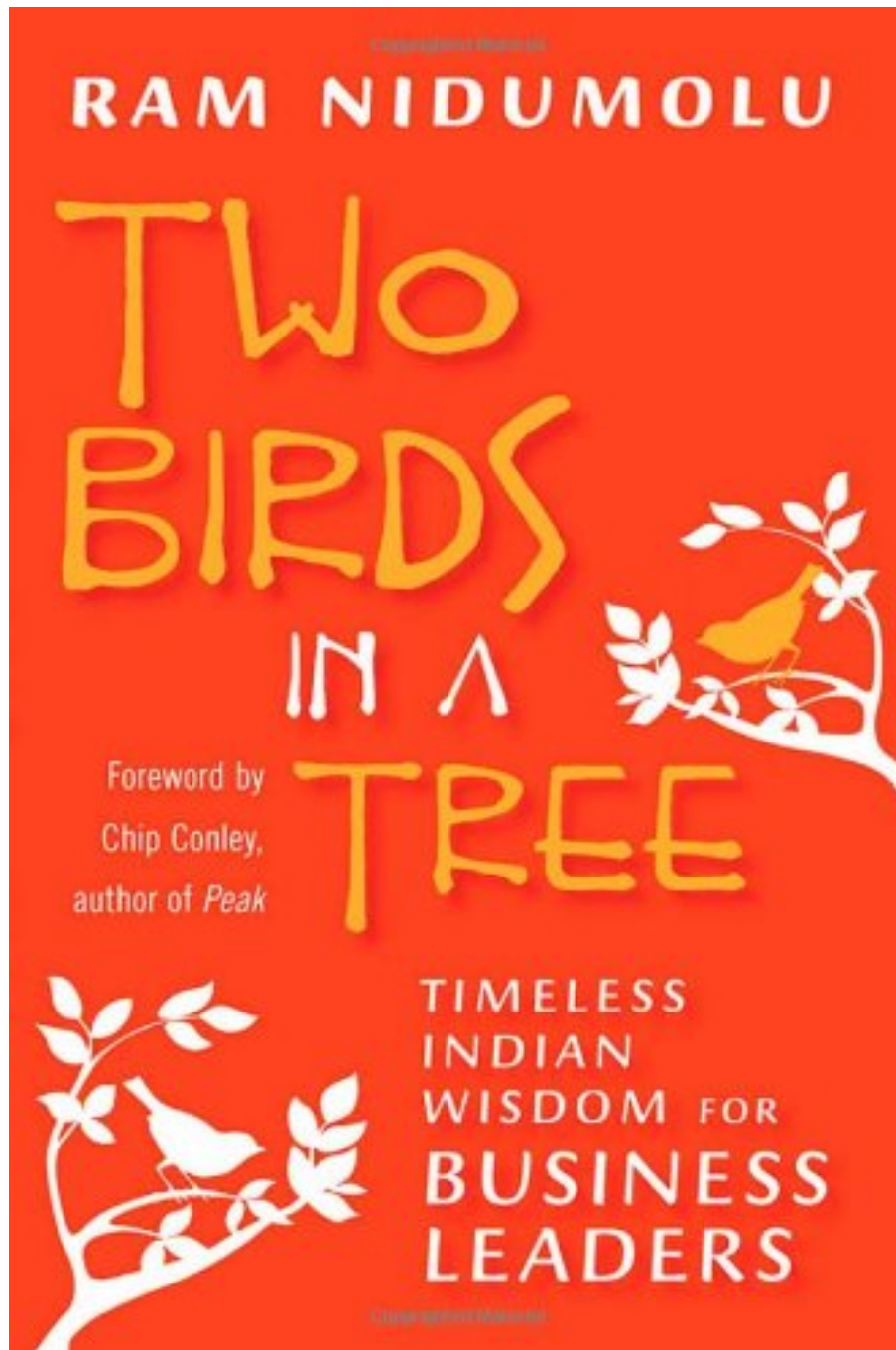


# TWO BIRDS IN A TREE: TIMELESS INDIAN WISDOM FOR BUSINESS LEADERS BY RAM NIDUMOLU



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## Review

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—Paul Polman, CEO, Unilever

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“Two Birds in a Tree helps open up our minds to the importance of leadership that is anchored in our interconnection. As leaders, we need to listen more deeply to each other, find purpose in our work, and commit to making a positive change in the world.”

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“If we are to make a transition to a humane world where business restores equality, ecology, and equanimity, it will be based on the principles revealed in our ancient collective wisdom as so beautifully portrayed herein.”

—Paul Hawken, author of *The Ecology of Commerce* and *Blessed Unrest*

“Through an illuminating journey into ancient Indian wisdom, *Two Birds* describes a new type of leadership that can help us manage our businesses successfully and sustainably, rather than at the expense of the planet and people. It beautifully shows that the true sustainability of humanity is actually a matter of the heart and mind, compelling us to act consciously for the future rather than continuing to ignore today’s realities.”

—Jochen Zeitz, Director, Kering; former Chairman and CEO, Puma; and cofounder of The B Team

“Two Birds provides unique insight about the balance needed between our roles in meeting the financial goals of our business and in improving society. The reader can quickly identify with each bird and the branches we all navigate in our career and personal lives to enable continuous learning and adapting.”

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“Ram Nidumolu has done a beautiful service by reintroducing us to the ancient wisdom of the Upanishads. Far from being out of date, this wisdom is a contemporary, brilliant lamp that both exposes our current destructive ways and illuminates the way out of this perilous time. For those who yearn to offer meaningful leadership in service to this time, this book offers clear guidance.”

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## The Higher Reality of Business

The health of business is inextricably linked with the health of humanity and nature. But our current approaches to leadership treat business as entirely separate—and the result has been recurring economic, environmental, and human crises.

In this extraordinary book, Ram Nidumolu uses evocative parables and stories from the ancient Indian wisdom texts, the Upanishads, to introduce Being-centered leadership. This new kind of leadership is anchored in the concept of Being, the fundamental reality that underlies all phenomena. Being-centered leaders are guided by an innate sense of interconnection—the good of the whole becomes an integral part of their decisions and actions. Using the experiences of over twenty trailblazing CEOs, as well as those from his own life, Nidumolu describes a four-stage road map every aspiring leader can use to reconnect business to the wider world—to the benefit of all.

- Sales Rank: #1664030 in Books
- Brand: Brand: Berrett-Koehler Publishers
- Published on: 2013-10-14
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- Number of items: 1
- Dimensions: 8.97" h x .59" w x 6.11" l, .79 pounds
- Binding: Paperback
- 216 pages

## Features

- Used Book in Good Condition

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#### Most helpful customer reviews

3 of 3 people found the following review helpful.

##### A Necessary and Beautiful Book

By Tim

*Two Birds in a Tree* identifies with shocking clarity what business already is, what it cannot help but be: an integral part of ecosystems, human and non-human communities, mental and physical landscapes, and the fate of future generations. Failing to recognize this inseparability accounts for the devastation prevailing business practices have wreaked on the planet, and it also explains why current business models cannot prosper for long. Ram Nidumolu's extraordinary book restores this recognition, revealing all the ways businesses have operated contrary to their own concrete realities -- ignoring the cost of "externalities" (pollution, deforestation, income inequalities), following a fantastical path of "unlimited" growth. It is time for a new accounting. *Two Birds in a Tree* looks squarely at the limits of growth and internalizes the externalities. Drawing on the wisdom of the Upanishads and the testimonies of executives seeking a new path, this book charts the transition from an economy of doing and having to an economy of being, from the business of "acting upon" to the business of coexistence.

Nidumolu's message is powerful because it is not simply philanthropic. *Two Birds in a Tree* is a frank, thoroughly pragmatic guide to good business practice. It just so happens that the pragmatic is radically

counterintuitive to the mainstream of late 20th century/early 21st century capitalism. So, it is largely a book about healing, about waking up, seeing what should be obvious -- that environmental catastrophe is also, sooner or later, a catastrophe for business -- but has been evaded by deeply ingrained, irrational, and sick modes of understanding the relationship between business and the planet. Neither cynical nor naive, *Two Birds in a Tree* offers a sober, brave accounting of our present predicament and our possible futures.

3 of 3 people found the following review helpful.

A Global 500 consultant delivers a book to stir the heart, still the mind, and stuff the wallet

By Mike A Elias

*Two Birds in a Tree* is a banquet of raw facts, sweet anecdotes, and subtle insights, and the meat of its message is clear: Business can be a vigorous spiritual pursuit on a personal and collective scale; a means by which we nourish the long-term interests of the economy, humanity, nature, and Being, the ineffable source of existence itself.

Given recent economic crises, the dominant image of Business inspires an attitude of cynicism and detachment in spiritually-oriented people -- myself included. Using stories of contemporary CEOs and reflections on his own journey as a business leader, Ram Nidumolu shows that spiritual concepts are far from idealistic or impractical; they are practiced and beloved by CEOs and companies we encounter every day. These chapters restore hope in the business endeavor as a path untainted by the compulsion to profit without principle.

As a long-time spiritual student who is considering the path of entrepreneurship, I give *Two Birds in a Tree* my highest recommendation; I will return to it many times for inspiration and guidance.

2 of 2 people found the following review helpful.

*Two Birds in a Tree*

By Daniel Hilton-chalfen

First, to disclose, the author shared earlier drafts of the book with me for comment. For me, reading those drafts was an education and an inspiration. I grapple daily with my own limited perspective on life as I engage with the unpredictable, changing everyday world, resulting in much counterproductive distraction, anxiety, presumption, and other reactions to trying to control it all. This is the life, the awareness, of the "lower bird" of the *Two Birds* title. I ponder how my ongoing desire for self-realization, to become the "higher bird", fits into this messy day-to-day material existence. So reading Ram Nidumolu's poetic, insightful account of his journey to integrate the higher bird awareness of the Upanishads into his personal life really hit home. And learning about the power of that ancient wisdom to transform the competitive, very material world of business today fills me with hope.

*Two Birds* makes abundantly clear that understanding the message of the Upanishads is highly relevant to the challenges facing our planet and our societies today; it provides a framework for developing Being-based awareness that can lead to responsible personal, social and environmental relationships. The book gears the practical application of this knowledge to business leaders, but really, the message is universal. And the promise of action grounded in Being is not fantasy. Ram gives ample examples of business leaders acting with awareness of our interconnections to each other and to nature that yield both profit and sustainability. One fervently wishes that people entering the competitive, profit-focused world of business might read and be touched by the experience of these role models, and find practical tools and guideposts in the ancient wisdom of the Upanishads, so eloquently presented in *Two Birds*.

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