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Rupa Publications India is pleased to announce the publication of *The Buck Stops Here: Learnings of a #Startup Entrepreneur (Revised and Updated Edition)* by Ashutosh Garg.

#### ABOUT THE BOOK

**In any business, it's the entrepreneur where the proverbial 'buck' stops.**

Yes, it's a cliché, but that is what it boils down to. When things go wrong, it's your responsibility; when they go well, you get to enjoy the benefits. Ashutosh Garg was a high-flying corporate honcho who decided to quit and pursue his dream of becoming an entrepreneur. But just having a dream is not enough, he discovered; one needs to be resourceful, pragmatic, weigh the pros and cons and, most of all, have the will to keep going in the face of all odds.

In *The Buck Stops Here*, Garg compresses the key learnings and experiences from building Guardian Pharmacy, India's second largest chain of wellness, health and beauty stores. He reveals the realities of running one's own business and dispels some myths along the way. Learn how to source capital; get the best from your team—and yourself; manage costs; locate the perfect shop space; find the right partners to grow your business; and at the same time, manage your stress levels. These lessons will both inspire budding entrepreneurs to follow their dream as well as caution them about the challenges that lie ahead.

Written by someone who has actually experienced the highs and lows of being a #Startup Entrepreneur, *The Buck Stops Here* is essential reading for those who dream of running their own business.

#### Quotes:

- 'Garg's matter-of-fact narration of his success story, joys, sorrow, frustration and failures, laced with plenty of anecdotes makes the volume appealing. It can inspire budding entrepreneurs to dream big.'—Deccan Herald
- 'Many of us professionals have dreamt of doing this, but Ashutosh demonstrated the courage to cross the line and realize his dream.'—Raj Jain, CEO, Bharti Retail Ltd
- 'Ashutosh's story in many ways represents that of the Indian professional of the last two decades as he or she has gained in confidence and in risk-taking abilities.'—Jerry Rao, former chairman, NASSCOM, and former CEO, Mphasis
- "Select the right business and give it everything you have to make it succeed. Ashutosh Garg's success journey has pointers that will help the readers.'—Sanjeev Bikhchandani, Founder, Naukri.com

#### ABOUT THE AUTHOR

Ashutosh Garg, worked in the corporate sector for twenty-five years before launching Guardian Pharmacy. He was with ITC Limited for seventeen years, leaving in 1995 as managing director of one of the group companies. Thereafter, he spent eight years in the aerospace industry. He has been a regular contributor to publications such as *Business India* and *The Economic Times*, and is the author of *The Corner Office*.

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