



DISSECTING BUSINESS MINDSET THROUGH BIOGRAPHIES

A study of selected Biographies

¹Rakshith Rao, ²Ravina C Poojary

¹Asst. Prof. in Commerce, ²Asst. Prof. in English

¹Dept. of Commerce, Dr. B. B. Hegde First Grade College, Kundapura

²Dept. of English, Dr. B. B. Hegde First Grade College, Kundapura

Abstract: This paper discusses the juncture of commerce and the selected autobiographies of important business tycoons and entrepreneurs. The aim is to explore and dissect the thoughts and experiences propounded by the autobiographical works written by the celebrated figures in the business world. Via a serious analysis of selected autobiographies, including those of Jeff Bezos, Phil Knight, Warren Buffett, and others. This paper looks forward to highlight principles, leadership strategies, and values that have added to their success. By the amalgamation of the insight of Commercial values, this paper focuses on the various leadership techniques, innovation, risk-factors, corporate life, moral and ethics and their effects on business. Through this discussion, this paper moves to unravel significant values and tips that people can benefit from to increase the understanding of the business world, dynamics, landscapes and commerce mindset.

Index Terms – Management Principles, Autobiography, Corporate life, Business, Entrepreneurs

An autobiography is a self-written detailed narration of a person's life, experiences, journey in the various aspects of life. Since it is narrated by the individuals themselves, it is authentic and raw in nature. It comprises of a gist of the important incidents like childhood, triggering events, success and failures, challenges and many suggestions on personal growth. Through autobiographies the person recollects the journey and regrets a few decisions. Due to its authenticity, an autobiography is also a historical record and it highlights the changes in the society as well as the cultural norms. The main motive of writing or reading autobiographies is to motivate and instill will power among the people. Apart from all the humane values and morality, autobiographies provide prominent educational methods, lessons for subjective gain and development and leadership qualities.

Warren Buffett is considered as the most renowned investors throughout the world though he has not released a traditional autobiography, many have written about him. One important text is *The Snowball: Warren Buffet and the Business of Life* written by Alice Schroeder. In this book, she has explained in detail about his life, various strategies, and experiences. His childhood, his style of investing and business relationships are the source of inspiration. This book highlights his on long-term investing, value investing principles, his initial entrepreneurial experiments, and his close acquaintance with Charlie Munger. As said by Buffett, "Somebody once said that in looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And if you don't have the first, the other two will kill you. You think about it; it's true. If you hire somebody without [integrity], you really want them to be dumb and lazy." He believes that a company sores at the market because of each and every employee in the company, more than the tricks and ratio, he gives more importance on the quality of the employees.

Each tycoon is more unique than the other and their way of thinking is made up of their own experiences, ups and downs and lessons. Jeff Bezos is an entrepreneur who has left tremors in the business world. He has not officially written any autobiographies but he gives many motivational speeches. Brad Stone has written a book