



This is All I Have to Say

By Swapan Seth

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This is a small book of life's big and not-so-big lessons. Written from the heart, these nuggets of personal insights will resonate with just about anyone who has experienced and questioned universal conundrums such as marriage, love, failure, parenting, passion, ambition, or money. A relook at everyday wisdom and learning that we all very often take for granted.

"An extravagant wealth of profound reflections sparingly expressed" - Sir Martin Sorrell

"A lyrical guide to life - accessible, uncensored, and honest. If only we all thought so clearly." - Fatima Bhutto "

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"The stuff every parent would love to tell his children" - Tarun Tejpal

"I have known Swapan ever since he was born. He is a compelling advertising writer with unique consumer insights. In this book, he presents some unique insights into life. This book is so very Swapan. He leads life by his words, and he leads it with his wonderfully grounded wife and my two adorable nephews." - Suhel Seth

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Editorial Review

About the Author

Advertising professional Swapan Seth started selling video tapes and computer peripherals at the age of 17. He topped school but dropped out of college. He did however find time to take classes at IIM Bangalore. Soon after he joined JWT as an advertising trainee and wrote one of the most iconic slogans We Also Make Steel for Tata Steel. At the age of 22 he won at Cannes, Montroux Film Festival and Clios which led him to become the youngest creative director in India at 24. At 28 he started his own firm Equus and within a year it won the Emerging Agency of the Year.

In short the man has been a success in almost anything he has done. But in this book for the first time Swapan writes about failure, ambition, leadership, love, marriage with unabashed honesty. You see he hasn't always been a success and this is what he wanted to say.

A committed recluse Swapan is now exploring new territories teaching curiosity at Vasant Valley; discovering new art talent to add to his incredible collection of Indian modern and contemporary art; running a community of facebook as well as collecting just about everything from world wines, paper, candles, books, world cinema, pencils, fragrances. He lives with his wife and two sons in Gurgaon the only thing that makes him leave Gurgaon once a week are bookshops. This is his first book.

Users Review

From reader reviews:

Derek Winter:

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