

'The Bible for social success'-Vijay Mallya, UB Group and Kingfisher Airlines

GET to the TOP

The ten rules
for social success

SUHEL SETH

Get To The Top: The Ten Rules For Social Success

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Get To The Top: The Ten Rules For Social Success Details

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Author : Suhel Seth

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From Reader Review Get To The Top: The Ten Rules For Social Success for online ebook

Loy Machedo says

Lifestyles of the Rich and Famous are not for everyone. I have seen people literally change their behaviors, preferences, personalities and even their hobbies just to please their new found friends of wealth and success. Wrong, Right, I don't know. But I am not comfortable with such chameleons.

So when I saw a book authored by an Indian writer endorsed by Vijay Mallya right on the front cover – I had to purchase the book.

Now what did I like about the book:

- 1.The book is beautifully cased and well-printed upon.
- 2.I liked the fact that the points were not compressed and suffocated into every page – and given the part that the main points were summarized after every chapter – it made for interesting read.
- 3.The content is very interestingly put forth. Quite a number of examples were provided to support the authors points of wisdom. And logic was impressively used very effectively in almost every chapter.
- 4.What made the book specifically stand out was the no-holds-barred style of communication present throughout the book. You could make out he was not there to please everyone and come across as a 'vote-for-me-I'm-a-Role-Model' person rather a Man who has the courage to proudly flaunt his methods as well his mojo.
- 5.The Q&A & Appendix in the end was an absolute bonus.
- 6.If I had to summarize what the book is about it would simply be this - How to draw people to you, How to make friends, How to Keep Friends but in Rich Category.

Now the parts of the book you may not like:

- 1.All the examples are Indianish. I couldn't for the life of me figure out who the personalities mentioned were. So when you have no idea who's who – the impact of the examples is intangible.
- 2.Ass-kissing was very obvious as almost all the CEO's and big Names mentioned in the book were addressed with the title 'My Dear Friend'(My Dear Friend Arun Jaitley, My Dear Friend Arun Sarin, My Dear Friend Vijay Mallya, My Dear Friend Shekhar Gupta)
- 3.The author believes one should read almost every book possible, mix with almost every possible person and invite and get invited to almost every socialite party to strengthen your relationship with friends – Now I am not sure what would one accomplish through this setting? True Friendship? Social Connections? Success?
- 4.The author believes one should express one's opinion freely and have a stand but then contradicts his own view by stating we should avoid expressing our views on Religion, Politics and on Sexuality. My guess for this diversion is because he comes from a place where people are jobless enough to get enraged with anything that can challenge their beliefs – especially Sex, Religion and Politics. So then why portray himself as a Bold Outspoken Alpha Male when the fact is he is a Smart, Calculative, Business mind?
5. Finally, the biggest drawback of the whole book can be summarized into just this one point – The whole book is about having parties with the rich and successful, how to behave at parties with the rich and successful and what to do and what not to do at parties with the rich and successful.

Moment of Truth

Understand this – Seth is a powerful well-connected person. And his intelligence is evident enough as he is a columnist for Hindustan Times, The Financial Times, The Telegraph, and The Indian Express. Seth has had

the honor of working with personalities like Khushwant Singh and R.K. Laxman. He works for Counselage India and is their managing partner. Counselage India is the only marketing consultancy and strategic brand management firm that provides counseling on managing brands to CEOs and chairpersons. So without a doubt he does know what is required to connect with the Rich and Famous. And though I would disagree with the author on many accounts, I would say without a doubt after reading this book, he is a class act. He is a very focused and disciplined about what he wants. His priorities and his goals are very clear and he will live life on his terms. So, if I was to summarize, I would say simply this – You would either love this guy or hate him and his opinions.
Nothing in between.

Overall Rating

Purchase the book only if you want to see things in a new light and understand that most of the points mentioned here, may never come in handy (unless of course you have many parties and rub shoulders with lots of rich people). Even with all the differences in opinion, I give this book a decent 7 out of 10
PS - If you like Felix Dennis – then I am sure you will like the Indian version of the same specimen.
PPS - I honestly wonder why did he take such a cheesy picture of himself to be displayed behind the book?

Loy Machedo
loymachedo.com | loymachedo.tv

Kandhasamy Muthu says

Mr Seth could have done a YouTube video on the subject. There are many assumptions he seemed to have made before writing this one. Such as you would throw a party to climb up the ladder and that all your bosses would attend etc. or may be he envisions a new India where everyone would throw a party to everyone else who matter. Worth it? I wouldn't say not worth it either

Shantanu says

Please find a different book to read, there is nothing here of value.

The book is all about how good Suhel Seth (the author) is! It is a bragging book about how many people he knows and how he behaves differently with different people. It is a bragging book about how awesome he is at parties and getting what he wants from people at high positions. All in all a complete waste of time for a reader looking to "Get to the top" and understand the "rules of social success". He talks nothing about people psychology or social dynamics - he only talks about how awesome he is at everything. Disturbing example of narcissism. I need my 2 hours back!!

Vijay Shrotryia says

detailed review at:

<https://shrotryia-bookreview.blogspot...>

Mohit Sambhar says

Brilliant read...I always enjoy Suhel's sharp wits and his style of articulation. Get to the Top is another gem by the Maestro himself. Nicely woven around pragmatic tips about honing successful networking skills...

Suhel is unapologetic about his way of life and that what strikes me the most...a good read on the flight...

A. Sahai says

It is a good book to know about the Page3 socializing and behaviours. One takeaway for me would be the advise that is presented in a simple and compressed way. Also noteworthy is the writing style to keep you interested and summary at the end of each chapter.

However, the book is focused on the parties of the rich and famous and what not to do at these parties as a guest or host.

One time read only

Prateek Malhotra says

Easy read, tips to keep a healthy mix of people around as you head to higher echelons. One thing from the book I have always tried to emulate is, to tell a person's negative traits on their face, while go around town talking about everything that's nice about that person. Benefits in ways more than one.

Poonam says

A very gossipy book that passes as self-help book. Lot of name dropping - people who are author's friends and clients. Lot of 'valuable' advise about - how you should always RSVP to a party, strike conversation, bitch on face and stick to friends etc etc. Not sure why someone would consider this to be valuable asset. :|

Avinash Pandey says

If you are flabbergasted by eloquent speeches made by some weird hair- do gentleman in your daily evening news channel prime time debates; then this book by the person in question ' Suhel Seth', explores his methods of personal meticulous crafting of grey matter which goes behind such brilliant deliberations. Core of the exuberance is his ' self development' rule which says to read as if there is no tomorrow including banal and sublime literature. With his unrelenting interest in several widely scattered domains such as socio-political landscape, fashion, lifestyle, movies, culture, food, travels, cars, horticulture and arts makes you ponder whether you are witnessing a tiny glimmer of Da Vinci.

Dinesh says

If I was living a life that involves hobnobbing with the rich/page 3/influential class, maybe I would have found it a useful book. Even then any thought from the book that appealed to me? Well, you must read widely but I do not agree with reading "everything". I just wouldn't like to read about things that don't interest me just to make conversations with many people or to give out opinions about everything under the sun.

Deepak Rawat says

I had bought this book in 2012 and read, and again read it now and find that these principles are timeless, they always work.

Angsuman Tamuli says

Love it truly.

Privy Trifles says

This book revealed a lot of newer aspects to me. There was a time when I used to wonder why I can't talk beyond a point with some people, he has answered it for me. People who are well read, well-travelled and who are intelligent prefer people who are mentally stimulating than anything else. And that is where I believe my social skills lay!

<http://www.privytrifles.co.in/2015/04...>

Swetha Chodavarpu says

"Be interested in people, not because of how wealthy or intelligent they are or how old, but because of what they are like."

Suhel Seth is a managing partner of consultancy firm Counselage India, founded by him in June 2002. He has previously worked at advertising agencies Response, Ogilvy & Mather and Equus. Get To The Top includes his experiences at all the companies that he has worked in before, and a lot of wisdom that he gathered along the way.

If you are unaware of Suhel Seth and his reputation (Like I was, when I first started reading this book), you are welcome to learn more about him through the book.

There are many truths to be garnered from the book, and some have really resonated with me. I shall mention a few below:

1) Do not Judge.

This seems fairly straightforward, but what Suhel Seth means when he says "Do not judge" is, do not judge based on monetary situations, or their popularity index. But do judge them based on their values. Do their values blend in with yours? Are they widely different? If so, pay attention to the next important truth that I

took from the pages of the book.

2) Have opinions.

This is integrated with Self-Development and improvement. Now, if you are an avid reader, you might already be benefiting from this. What it simply means is that, spend enough time learning about everything and anything. Various topics such as fashion, sports, business, movies - irrespective of how you feel about them, do read about them. Understand the topics so that when you do eventually meet a person, your knowledge across various spectrum can help you forge meaningful friendships.

Have opinions, whether they are positive or negative, doesn't matter. Care enough to have an opinion.

3) Friendships are more important than business relations.

Now, this may seem weird. At-least it did to me. I believed that the whole point of reading this book was how to network to "GET TO THE TOP". But what Suhel Seth believes, is that your relationship with a person as a client is only temporary, but the relationship (friendship) that you create with them, will remain forever.

This was also mentioned in the book Delivering Happiness: A Path to Profits, Passion, and Purpose penned by Tony Hsieh.

A brilliant advice I believe.

Never take a friendship for granted and be a "2 AM friend".

Make friends with your clients, but do not make your friends your clients.

4) Write a thank-you note.

Although writing a thank-you note may seem mundane and unnecessary, Suhel Seth convinced me to believe otherwise. Firstly, by writing a thank-you note after having attended a party, you are making an effort to personally thank your host.

He mentions that including the quality of the food and the ambiance goes a long way in making your host feel special. That is, after all, the point - no? :)

I could go on, but you get the general idea. The book is awesome, do read. And connect with me if you found it interesting ;)

Vijai says

Look, I am the guy who unashamedly asks the waiter at the restaurant to pack the leftovers after a dinner so that I don't have to bother making stuff at home for my pet. Call me cheap, middle class or stingy but one thing is certain, I will be a very unwelcome guest at Mr. Suhel Seth's house party.

For instance, the author has a whole room dedicated to Arun Jaitley (a BJP politician for the uninitiated) because he is a dear friend and likes to discuss politics and the author doesn't. So, when his politician friend comes home for a party and likes to discuss politics with someone, he goes to the "Jaitley Room". If that isn't name-dropping, I don't know what is. If your thirst for triviality is not quenched yet, let me assure you, there is copious amounts of it and more in this book.

So, there's good stuff, bad stuff and (mostly) irrelevant stuff in this book. Let me tell you why I emphasized on irrelevant; Parties, according to Mr. Suhel Seth seem to be the only reason why you would want to have a cordial relationship with your friend's wife at your party. Not for genuine respect for the person, not because she is you know a lady at your house as your guest but for the author's reasoning that she can veto you out of their party guest list. What? Who does that kinda shit? The page 3 crowd, that's who. Come on, who are we kidding here? chances are that you (yep, you who is reading this) are a middle class character like me who's

idea of a party is the DJ night at a friend's marriage where you are obligated by basic middle class upbringing to say 'Namaste' to your friend's bride and stay away from the booze when your friend's parents are around. So, with that in mind, imagine the nincompoop who has the gall to ignore a friend's wife and disrespect her so much so that the author has taken upon himself to be very specific about this scenario - as I said, that would be a page 3 bimbo/ stud.

That said; let's not throw this guy under the bus, OK? He does now and then in the book give some genuinely good advice and I particularly liked about how he mentions the need to maintain a tradition. I do that with some of my friends. Also, he talks about how to maintain a distance with friends far more powerful in the society outside and that's good as I have some who are way beyond my reach and maintaining my respectful distance has kept those friendships intact.

So, if you are a rich person failing miserably at kitty parties, this book is God's way of telling you how much he loves you. Others can turn to books written for lesser mortals.
