



**A Comparative Analysis of
Alice in Corporate Land and *The Monk who Sold his Ferrari*
: A Study of the Genre**



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Abstract :

*The novels *The Monk who sold his Ferrari* by Robin Sharma and *Alice in Corporateland* by Tulika Tripathi are situated thematically in the corporate culture. The setting and the characters derive their characteristics from the corporate culture. These novels present methods to succeed in the corporate lifestyle. The contents of the novels are akin to the contents in the popular self-help books found in the business. However, compared to the text of the self-help books, whether in terms of learning principles of business success or spirituality, they have made a difference in the narrative style. They have incorporated the technique of fictional narrative to put forth their principles. Their narrative is designed to create a kind of interpellation between the narrative and the reader that is peculiar to their format. They have*

incorporated the technique of fictional narrative to put forth their principles. As 'Genres may be determined by literary technique, tone, content, or length (especially for fiction). They generally move from more abstract, encompassing classes, which are then further sub-divided into more concrete distinctions' (Wikipedia, Literary Genre), this paper is an attempt to compare the narrative styles of the two novels and analyze the common narrative structure that is peculiar to them to study whether they can be considered as representative of a subgenre within corporate fiction.

Keywords: *The Monk who Sold his Ferrari, Alice in Corporateland, Narrative Analysis, self help books, corporate fiction, genre studies*