



**A Comparative Analysis of *Alice in Corporateland* and *The Alchemist* :
Towards a Study of Corporate Fiction**



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Abstract :

*The novels *The Alchemist* by Paulo Coelho and *Alice in Corporateland* by Tulika Tripathi are situated thematically in the corporate culture in the sense that the protagonists in both the novels are aspiring to be successful in careers or terms of wealth. These novels present methods to help them succeed. The narrative does not simply tell the story of their quest but comprise of multiple explicit educational suggestions to motivate and guide them. The contents of the novels are akin to the contents in the popular self-help books found in the business books genre. However, compared to the text of the self-help books, whether in terms of learning principles of career success or of spirituality, they have made a difference in the narrative style. 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 Alchemist, Alice in Corporateland, Narrative Analysis, self -help books, corporate fiction, genre studies