

1. Record Nr.	UNINA9910450623603321
Titolo	Free trade [[electronic resource]] : risks and rewards // edited by L. Ian MacDonald
Pubbl/distr/stampa	Montreal ; ; Ithaca, : Published for the McGill Institute for the Study of Canada by McGill-Queen's University Press, c2000
ISBN	1-283-52990-4 9786613842350 0-7735-6881-6
Descrizione fisica	1 online resource (309 p.)
Altri autori (Persone)	MacDonaldL. Ian
Disciplina	382/.917
Soggetti	Free trade - Canada Free trade - United States Libre-échange - Amérique du Nord Libre-échange - Canada Electronic books. Canada Foreign economic relations United States Congresses United States Foreign economic relations Canada Congresses Amérique du Nord Integration économique Congres
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Proceedings of the Free Trade @ 10 Conference held in Montreal in June 1999.
Nota di bibliografia	Includes bibliographical references (p. 273-274).
Nota di contenuto	Machine generated contents note: PART ONE THE CONTEXT -- The Road to Free Trade / 3 -- MICHAEL HART -- Interviews with Brian Mulroney and John Turner / 35 -- WILLIAM WATSON -- Leap of Faith / 48 -- DONALD S. MACDONALD -- A Signal Moment / 55 -- JAMES A. BAKER III -- Where There's the Will / 61 -- DEREK H. BURNEY -- PART TWO THE MAKING OF THE DEAL -- The Negotiation and Approval of the FTA / 73 -- L. IAN MACDONALD, CLAYTON YEUTTER, -- SIMON REISMAN, PETER MCPHERSON, JOHN C. CROSBIE, WILLIAM MERKIN, CHARLES E. ROH, JEAN ANDERSON, WILLIAM DYMOND, STANLEY H. HARTT -- PART THREE, THE RECORD -- The Canada - U.S. FTA: Real Results versus Unreal Expectations / 99 -- RICHARD G. LIPSEY -- From Leaps of Faith to Lapses of Logic / 107 -- ANDREW N. JACKSON -- Free

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2. Record Nr.	UNISALENT0991004206839707536
Autore	Buzzati, Dino
Titolo	Barnabo delle montagne ; Il segreto del bosco vecchio : romanzi / Dino Buzzati
Pubbl/distr/stampa	Milano : Garzanti, 1961
Descrizione fisica	319 p. ; 19 cm
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
3. Record Nr.	UNINA9910797067103321
Autore	Lakshman C.
Titolo	Doing business in India : a framework for strategic understanding / / C. Lakshman
Pubbl/distr/stampa	Amsterdam, Netherlands : , : Elsevier, , 2015 ©2015
ISBN	1-78063-455-2 1-84334-774-1
Descrizione fisica	1 online resource (224 p.)
Collana	Elsevier Asian Studies Series
Classificazione	QG 830
Disciplina	382.0954
Soggetti	Investments, Foreign - India International business enterprises - India India Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Doing Business in India: A Framework for Strategic Understanding; Copyright; Contents; List of figures; List of tables; Preface; About the author; Endorsements; Chapter 1: Why India?; Doing business in India: a strategic framework; Institutional context;

Macroeconomic context; Political particularities; Consumer and market profile; Chapter 2: The institutional context; Legal institutions; Financial and capital market system; Retail market; Labor market institutions; Challenges provided by the institutional context: case example; Cricket in India - a national obsession

T20: a new format Indian Cricket League (ICL); Institutional conflict-based processes and organizational innovation; A battle for legitimacy; Clash of cricket titans: reaction of institutional actors; The role of government in institutions; Questioning ICLs moral legitimacy; The BCCI/ACB contrast and the role of institutional voids; Demise of the ICL; Implications for MNCs; Chapter 3: The macroeconomic context; Path from mixed economy to liberalized capitalism; Towards a free market economy; Benefits of the reforms; Inflation; Fiscal deficit in India; Main sectors of the economy

The informal economy

Chapter 4: Political particularities in India; Parliamentary democracy in India; Federalism in India; Business implications of federalism; Chapter 5: Profile of consumers and markets in India; Contrasting consumer values in India; Spiritualism v. materialism; From ``two faces of India`` to many; Extended v. nuclear families; Spending habits; Driver of purchasing behavior; Technology preferences; Wealth/Income; Education; Role of women in India; Rural v. urban markets; Digital connectivity and m-commerce; Collectivists to individualists; Reaching consumers in India

Chapter 6: Strategies adapted to Indian needs

Industry life cycle and stages; Embryonic industry; Growth industry; Mature industry; Declining industry; Operating in embryonic industries; Operating in India's high-growth industries; Operating in mature industries; Case example: Reliance Retail; Introduction; Rapid growth of Indian retail market; The retail scenario in India; Competitors; The India challenge for retail; India: a growth story grown old?; Reliance Retail Limited (RRL); Early vision and strategy; Response to setback; Strategic intent and response to downturn; Joint venture strategy

Institutional legitimacy

Human capital and retail in India; Selection of executives and organizational design; Human capital: the other 70 percent; Framework for understanding success in pan-India retail; Reliance's unique staffing strategy; Reliance Retail's hunt for talent and skills; Reliance's HRM and its transformation; Awards and achievements; Prospects for the future; Discussion questions; Financial highlights; Chapter 7: Rural India and bottom-of-the-pyramid markets; India's cultural roots; Caste system; BoP markets in rural India; Special challenges in rural markets

Case example: ITC and India's BoP markets

Sommario/riassunto

A comprehensive look at understanding India with a strategic framework that can be readily used for doing business in this market is needed. Doing Business in India discusses the cultural and consumer profile of the people of India and how these fit into the macroeconomic context. The analytical framework provided and illustrated with real case examples spans domains such as the institutional context of the country (full of voids and amazing peculiarities) and the interesting federalist political framework in a country with many states. Based on this foundation, the book introduces the busine
