

1. Record Nr.	UNINA9910456376803321
Autore	Zubko Katherine C
Titolo	Inside the Indian business mind [[electronic resource] ] : a tactical guide for managers // Katherine C. Zubko and Raj R. Sahay
Pubbl/distr/stampa	Santa Barbara, Calif., : Praeger, c2010
ISBN	1-282-93334-5 9786612933349 0-313-37830-4
Descrizione fisica	1 online resource (206 p.)
Altri autori (Persone)	SahayRaj R
Disciplina	658.4'01 658.4'01-dc22
Soggetti	Business enterprises - India Business etiquette - India Management - India Organizational behavior - India Electronic books.
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	Inside the Indian Business Mind: A Tactical Guide for Managersy; Contents; Illustrations; Preface; Acknowledgments; Introduction: Entering the Market; 1 In the Land of Curry: An Age-Old Cuisine; 2 A Recipe for Business Success: The Most Important Ingredients; 3 Ingredient 1: Hospitality; 4 Ingredient 2: Role Expectations; 5 Ingredient 3: Business Caste or Hierarchy; 6 Ingredient 4: Project Process and Management; 7 Ingredient 5: Leadership and Teamwork; 8 Ingredient 6: Risk and Action; 9 Ingredient 7: The Pursuit of Wealth; 10 Ingredient 8: The Original Business Contract 11 Ingredient 9: Nonconfrontational Negotiation 12 Ingredient 10: Cultural Views of Time and Space; 13 Ingredient 11: Women in the Workplace; 14 Seasoned to Perfection, or How to Mix Your Ingredients with Success; Conclusion; Appendix: Facts About India: Menu Options; Notes; Bibliography; Index
Sommario/riassunto	This practical guide identifies the ingredients that make up Indian culture and uniquely translates them into useful tools to help Western

commercial initiatives succeed.

---