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SwaminathanChapter 8: Entering India's Product and Service Markets: Ten Caveats that Can Help You Tame the Asian Elephant Sridhar Balasubramanian and Prabhudev Konana; Chapter 9: Obstacles Along the Way Jayashankar M. Swaminathan; Chapter 10: Storm of Opportunity Jayashankar M. Swaminathan; Chapter 11: The Global Credit Tsunami and Its Impact Jayashankar M. Swaminathan; COMPANY INDEX; SUBJECT INDEX

Sommario/riassunto

In this volume, leading experts and scholars present an in-depth analysis of the rise of the Indian economy across various sectors over the last 15 years. The book explores potential opportunities and pitfalls in business sectors such as software, business process outsourcing, manufacturing, logistics, aviation, marketing and sales and telemedicine. It also provides an overview of potential challenges related to infrastructure, lop sided growth and education in India and pitfalls to avoid while entering India. The book concludes by identifying sectors of outstanding potential for growth in the
