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**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

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