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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 Negotiation12 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.
