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Autore	Bednarek Diana
Titolo	Entering successfull the indian market : recommendations and challenges for german small and medium-sized companies // Diana Bednarek
Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 ©2014
ISBN	3-95489-623-0
Descrizione fisica	1 online resource (167 p.)
Disciplina	382.091724
Soggetti	Financial crises - Developing countries Industries - Developing countries Developing countries Commerce Developing countries Economic conditions 21st century
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	Entering successfull the Indian market; Contents; List of abbreviations; 1. Introduction; 1.1. Problem description and objectives; 1.2. Scope of work; 2. Terminologies; 2.1. Definition of small and medium-sized companies; 2.2. Market entry barriers; 3. Analysis of the market environment; 3.1. Economic conditions; 3.2. Political and legal conditions; 3.3. Socio-cultural conditions; 4. Methodologies; 4.1. Quantitative and qualitative research methods; 4.2. Methods of collecting data; 4.3. Question types; 4.4. Designing and dispatching of the questionnaire 4.5. Practical implementation of interviews4.6. Data analysis and quality criteria; 5. Market entry barriers in India; 5.1. Tariff barriers; 5.2. Non-tariff barriers; 5.3. Market-related barriers; 5.4. Company-related barriers; 5.5. Recommendations, success factors and key challenges for German small and medium-sized companies in India; 6. Conclusion; 6.1. Target achievement; 6.2 Prospects; Index of appendixes; Appendix 1) Designed questionnaire; Appendix 2) Questionnaire evaluation; Appendix 3) Interviews; Bibliography
Sommario/riassunto	The objective of this study is to identify, to analyse, and to evaluate the

market entry barriers for German small and medium-sized companies in India. Moreover, this study provides recommendations in order to minimize or overcome those barriers. Existing studies are discussing the market entry of big companies such as of Siemens AG and Robert Bosch GmbH in India, but issues of small and medium-sized companies are neglected. This academic void is closed by this study with the help of the implementation of questionnaires and interviews. Based on these primary sources, market entry barriers for

2. Record Nr.	UNINA9910782400603321
Autore	Fisher John R (John Robert), <1943->
Titolo	Bourbon Peru 1750-1824 // John Fisher [[electronic resource]]
Pubbl/distr/stampa	Liverpool : , : Liverpool University Press, , 2003
ISBN	1-78138-621-8 1-84631-268-X
Descrizione fisica	1 online resource (xix, 224 pages) : digital, PDF file(s)
Collana	Liverpool Latin American studies ; ; new ser., 4
Disciplina	985.033
Soggetti	Peru History 1548-1820 Peru History War of Independence, 1820-1829 Spain History Bourbons, 1700-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 07 Jul 2017).
Nota di bibliografia	Includes bibliographical references (p. [202]-218) and index.
Nota di contenuto	Antecedents: the viceroyalty of Peru prior to 1750 -- Government, defence and the church -- Economy, demography and finance -- Society, ethnicity and culture -- Resistance, revolts and rebellions -- Royalism, patriotism and independence.
Sommario/riassunto	By considering Bourbon Peru in a chronological framework which begins at mid-century rather than 1700, this book focuses the reader's attention on the key issue of the relationship between colonial reform in the late eighteenth century and the creation of an independent Peruvian state in the 1820s. Fisher sets out some uncluttered responses to this question, emphasising continuities between the two forms of regime rather than change. The author's arguments are

underpinned by a comprehensive review of the major elements of Peru's economic, social and political development for the half century from 1750. The study concludes with a detailed analysis of the independence period (1810-1824) which unlike many previous studies, provides a detailed interpretation of unrest in the highlands of royalist Peru, the dying days of the viceroyalty under Jose de la Serna (1821-1824) in Cusco, and the attempts to reach a negotiated settlement with the patriots under Jose de San Martin. Bourbon Peru is accessible, readable and well argued, and it will be essential reading for anyone with questions about the economy, government, social structure and political outlooks of Peru in the period prior to its independence.
