

1. Record Nr.	UNINA9910784125903321
Autore	Kumar Rajesh <1954->
Titolo	Doing business in India [[electronic resource] ] : a guide for western managers // Rajesh Kumar and Anand Kumar Sethi
Pubbl/distr/stampa	New York, : Palgrave Macmillan, 2005
ISBN	1-281-36873-3 9786611368739 1-4039-8057-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (175 p.)
Altri autori (Persone)	SethiAnand
Disciplina	395.5/2/0954
Soggetti	Business etiquette - India Corporate culture - India Negotiation in business - India Industrial management - Social aspects - India Intercultural communication - India National characteristics, East Indian India Commerce
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 (p. [142]-156) and index.
Nota di contenuto	Cover; Contents; Preface; 1 India: A Commercial History Perspective; 2 The Rise of India: India and the West-Institutional Contrasts; 3 A Brief History of the Indian Software Industry; 4 Cultural Portrait: Impact of Hinduism on Indian Managerial Behavior; 5 Understanding India; 6 Strategizing Success in India; 7 Communicating with Indians; 8 Managing Relationships with the Indian Government: The Critical Challenges for Multinational Firms; 9 Negotiating and Resolving Conflicts in India; Appendices; Notes; Index
Sommario/riassunto	The aim of this book is to analyze the nature of European and North American firms' business experience in India with a particular emphasis on understanding the causes of their successes and failure. Part of this is due to the fact that although India resembles the West in some ways, the institutional environment is radically different from that of Euro-American societies. Differences in culture, politics, the economy, and

business structure all make it difficult for a Western manager to act accordingly. This book strives to offer Western managers the knowledge they will need to succeed in business in India.

---