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Sommario/riassunto

In response to the increasing interest in the growth and developments in the Indian economy, and the dynamic nature of the rapidly changing Indian business environment, this textbook is designed to provide a comprehensive guide to doing business in the Indian context. Written by academic experts in their respective fields, this book is divided into three parts: the Indian business context, conducting business in India, and India and the world. Key information is presented on a wide range of topics, including: Both the shortcomings and opportunities associated with the In

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