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Parliamentary democracy in India; Federalism in India; Business implications of federalism; Chapter 5: Profile of consumers and markets in India; Contrasting consumer values in India; Spiritualism v. materialism; From ``two faces of India` to many; Extended v. nuclear families; Spending habits; Driver of purchasing behavior; Technology preferences; Wealth/Income; Education; Role of women in India; Rural v. urban markets; Digital connectivity and m-commerce; Collectivists to individualists; Reaching consumers in India  
Chapter 6: Strategies adapted to Indian needs Industry life cycle and stages; Embryonic industry; Growth industry; Mature industry; Declining industry; Operating in embryonic industries; Operating in Indias high-growth industries; Operating in mature industries; Case example: Reliance Retail; Introduction; Rapid growth of Indian retail market; The retail scenario in India; Competitors; The India challenge for retail; India: a growth story grown old?; Reliance Retail Limited (RRL); Early vision and strategy; Response to setback; Strategic intent and response to downturn; Joint venture strategy  
Institutional legitimacy Human capital and retail in India; Selection of executives and organizational design; Human capital: the other 70 percent; Framework for understanding success in pan-India retail; Reliances unique staffing strategy; Reliance Retails hunt for talent and skills; Reliances HRM and its transformation; Awards and achievements; Prospects for the future; Discussion questions; Financial highlights;  
Chapter 7: Rural India and bottom-of-the-pyramid markets; Indias cultural roots; Caste system; BoP markets in rural India; Special challenges in rural markets  
Case example: ITC and Indias BoP markets

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## Sommario/riassunto

A comprehensive look at understanding India with a strategic framework that can be readily used for doing business in this market is needed. Doing Business in India discusses the cultural and consumer profile of the people of India and how these fit into the macroeconomic context. The analytical framework provided and illustrated with real case examples spans domains such as the institutional context of the country (full of voids and amazing peculiarities) and the interesting federalist political framework in a country with many states. Based on this foundation, the book introduces the busine

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