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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 interviews 4.6. 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

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Autore	F. B
Titolo	The office of the good house-wife [[electronic resource]] : with necessary directions for the ordering of her family and dairy, and the keeping of all such cattle as to her particular charge the over-sight belongs : also the manner of keeping and governing of silk-wormes and honey-bees, both very delightsome and profitable // by F.B
Pubbl/distr/stampa	London, : Printed by T. Ratcliffe and N.Thompson for Richard Mills ..., 1672
Descrizione fisica	[6], 143 p
Soggetti	Home economics Sericulture Bee culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in British Library.
Sommario/riassunto	eebo-0018