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Doing Business in India

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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 Indian business environment
- The economic development model in India
- Critical skills for negotiation and incentives for foreign investors, including case studies of Italian companies that have entered the Indian market in different ways
- Business culture in India, including particular customs and etiquette

In addition to the pedagogical features, each chapter contains a set of key issues, and there is also a list of useful websites covering a wide range of business needs. This book introduces students to business in India, and will be also be of use to investors, organisations and managers who are already doing business, or intend to start one, in India.

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