



Doing Business in India

R. Kumar, A. Sethi

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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.

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