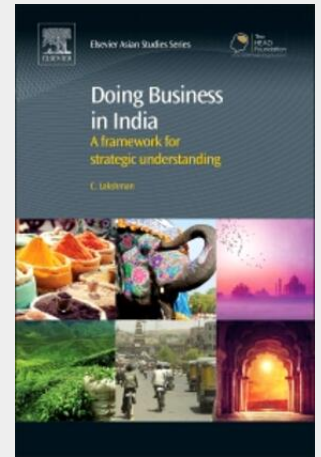


Lakshman

Doing Business in India

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 business strategies appropriate for both rural and urban markets in India. The following chapters cover the successful implementation of these strategies in India. The remaining chapters focus on successful cross-cultural management of Indian managers and employees, the appropriate types of leadership required for managing the Indian workforce, the types of managerial control systems likely to be successful in this country, and the HRM practices that can help companies to win in this market.



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