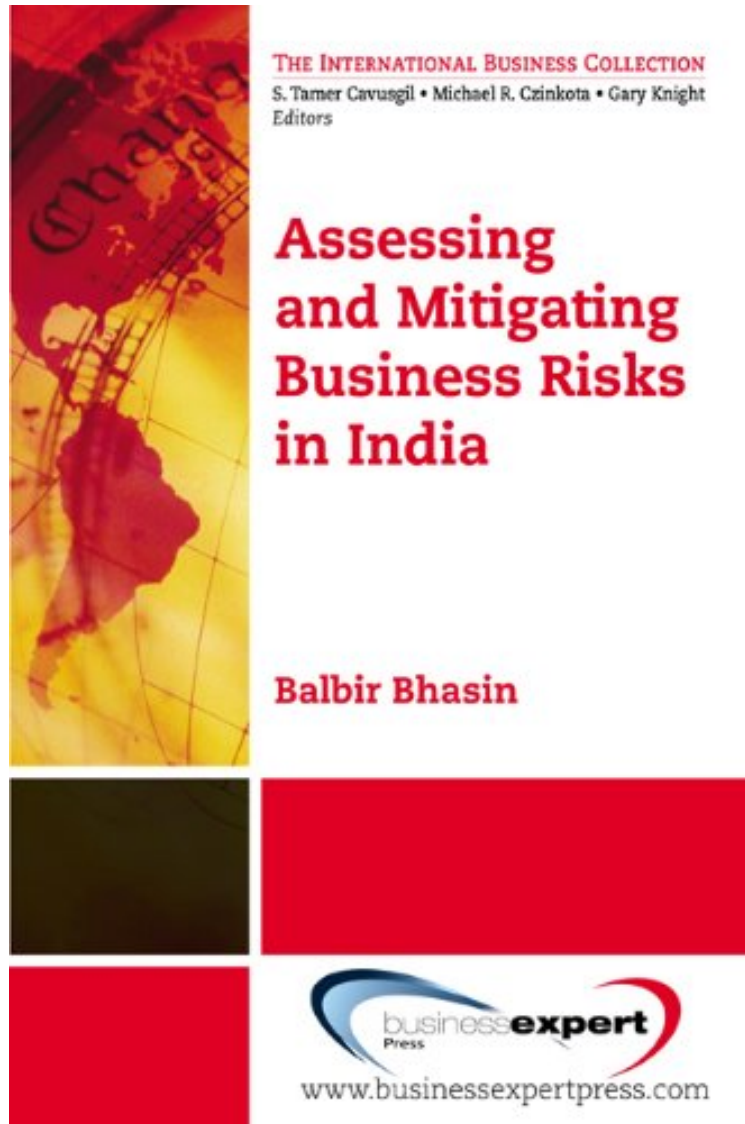


Assessing and Mitigating Business Risks in India (International Business Collection)

Balbir B. Bhasin

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Balbir B. Bhasin : Assessing and Mitigating Business Risks in India (International Business Collection) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Assessing and Mitigating Business Risks in India (International Business Collection):

1 of 1 people found the following review helpful. Dont think about it, just buy it and this is why By Xavi007 This is certainly a business book for business people. I say this because the author gives us a magnificent summary report of what anyone must know in order to do business in India successfully. The author clearly describes why it makes sense

to go through so much effort to do business there without getting romantic about the whole thing or embellishing the facts. Towards the second half of the book, the author gives a unique and real taste of the risks of doing business in India. I usually find Indian businessmen a little too savvy like they have the upper hand throughout the negotiation process. The author's insight makes me feel better prepared to deal with the excruciating process of closing a deal in that region and that makes the book worth the time and money. Another highlight is that this book covers topics such as the black market economy which is something not easily found in your average book. Just like a summary report, the author gives you the opportunity to read more about anything that may be of your interest by giving you a long list of web-sites from respectable sources. 0 of 0 people found the following review helpful. good info, lots to read By John W. as expected, good info, lots to read! 0 of 0 people found the following review helpful. The Art of Making Business in India - a SWOT Analysis at its Highest By Marina S. This is a mandatory preparatory reading for everyone who intends to start a serious business relationship with a partner in India. It applies a holistic approach that links historic developments to the present and outlines future economic assets to be born out of India's current transition. The analysis is profoundly well-structured, detailed and thoroughly underpinned with current figures and facts. Moreover, it highlights the importance of intercultural communication - a modern discipline that tends to be somewhat neglected at times. Due to its outstanding in-depth research and up-to date character it is also recommendable for instructors and students of international business/marketing classes.

India, one of the world's fastest-growing large economies, offers business and investment opportunities across a multitude of sectors. More and more companies around the world are eager to do business in India. This book details the challenges and risks involved as well as providing real suggestions for overcoming them. It begins by providing a background to understanding India and highlights the business environment in which the economic, legal, and cultural variances exist. Potential markets are then discussed, focusing on the sectors, regions, and cities where growth is taking place; the upper, middle, and lower income segments; Indian MNEs; public sector and state-owned companies, and family-owned enterprises. Throughout the book, the author examines the various pitfalls and obstacles that are frequently encountered when operating in India, including political uncertainty and intransigence, corruption, bureaucratic roadblocks, the web of litigation, protecting intellectual property, labor and human resources limitations, and India's ubiquitous second economy. These not only increase risk and lead to costly delays on account of lengthy litigation and payment of bribes, aggravating frustration, but may also result in total loss of investments. The book concludes by providing keys to success, including guidelines for selecting partners and appointing agents, as well as negotiating techniques that work in India. It also includes a comprehensive list of web resources for further exploration, and to connect with government and private sector bodies.

About the Author Fairfield, CT; Associate professor of international business at the John F. Welch College of Business; Sacred Heart University