



Indian Business Culture

Rajiv Desai

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Indian Business Culture addresses the cultural issues related to doing business in India. It looks at the impact of history and politics on business practice, and provides case studies to show how different companies have fared in India.

India is one of the most rapidly developing economies in the world. Increasing numbers of multi-national companies are investing in large-scale projects in India, and business is booming. India is also a country of great racial and cultural diversity, often misunderstood by the world at large.

Indian Business Culture is ideal for those who want to understand India and its people better, and to enhance your chances of being successful in business there. It provides an objective look at the complexities of conducting business in India. Such insights are vital for risk assessments as well as for negotiations.

Rajiv Desai is President of Indian Public Affairs Network, the country's premier public relations/public affairs consulting firm. Mr Desai was media advisor to Rajiv Gandhi in the 1989 and 1991 election campaigns. He is also a journalist and his work has been published in a wide variety of international newspapers and magazines.

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