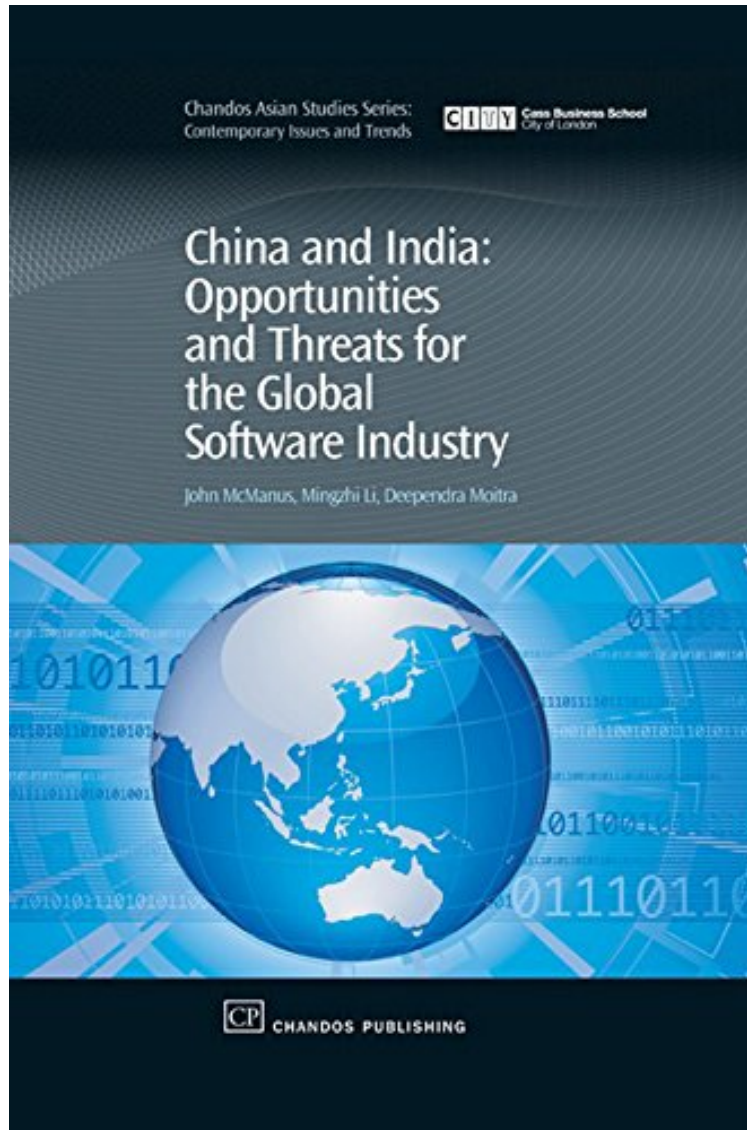


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## China and India: Opportunities and Threats for the Global Software Industry (Chandos Asian Studies Series)

*John T McManus, Mingzhi Li, Deependra Moitra*  
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2007-02-28 2007-02-28 File Name: B015E1U54U | File size: 30.Mb

**John T McManus, Mingzhi Li, Deependra Moitra : China and India: Opportunities and Threats for the Global Software Industry (Chandos Asian Studies Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised China and India: Opportunities and Threats for the Global Software Industry (Chandos Asian Studies Series):

0 of 1 people found the following review helpful. Good analysis frameworkBy CustomerIndian firms like Infosys and

Wipro have already reshaped the IT Services industry. Now China is focusing on building up its software industry. What are the implications of this for the global software industry? This is a question that dogged many observers. Until now I haven't seen a thoughtful analysis about this. Yes, there have been a number of opinions expressed based on anecdotal data and armchair speculation. But there is nothing like the quality of analysis this book offers. It first looks at China and India separately using PESTEL analysis. It then compares the two of them together using a SWOT perspective. This sets the stage for a good discussion about their influence in the global software industry. Since China and India aren't acting independently the authors do a fairly perceptive examination of the interrelationships between the strategies of the two countries. They also look at likely competitive strategy and positioning that China and India are likely to follow in the years to come. There are some interesting conclusions. India and China will compete only at the edges; both will gain market share in the global software industry. Also, India IT Services domination will not be seriously threatened by China. This is because the Indian IT Services firms have attained critical mass and scale in contrast to the Chinese firms. The Chinese industry is remains fragmented and is unlikely to see significant consolidation in the near future. And unless consolidation happens, as fast follower strategy is unlikely to work. The area that Chinese firms might shine is not IT Services but products. They have the advantage of a larger local market and better government support over the Indian firms. I think the issue of India and China will have to be revisited a few years from now. The strength of this book is that it provides an analysis framework that can be reused. The pricing at \$110 is a bit bizarre. This price point effectively ensures a small readership which is quite a shame considering that topic is so relevant to a large part of the software industry.

In the last 30 years, the world's software industry has been developing rapidly and the landscape has also been changing dramatically. It is no longer predominately controlled by the developed countries such as the United States and the United Kingdom. This book examines the competitive and strategic issues faced by China and India through a political, economic, social, technological, environmental and legal analysis. The book reviews their competitive strengths and weaknesses and the potential risks for organisations looking to expand or invest resources in these two countries. The book also looks at the market strategies of both countries in a global context and identifies the critical success factors that have enabled China and India to gain competitive advantage in their respective markets. Importantly, the book examines the threats that these two countries pose to other countries looking to expand their presence in the global software markets. This book helps practitioners and business managers who are responsible for a firm's strategy or investment resources to grasp and understand the complexities and challenges faced by those organisations looking to expand their operations in these countries. Written from a highly knowledgeable and well-respected practitioner in the field of global strategy and software engineering. Draws on the authors wide-ranging practical experience of working with some of the world's leading global service providers on major strategy development and service provision. Provides practical guidance to real-world problems in the global software industry.

About the Author John McManus, PhD is based at the University of Lincoln (UK). Mingzhi Li is an Associate Professor of Economics at the School of Economics and Management, Tsinghua University, P. R. China. Deependra Moitra is a senior corporate executive at one of India's leading global IT consulting and services companies.