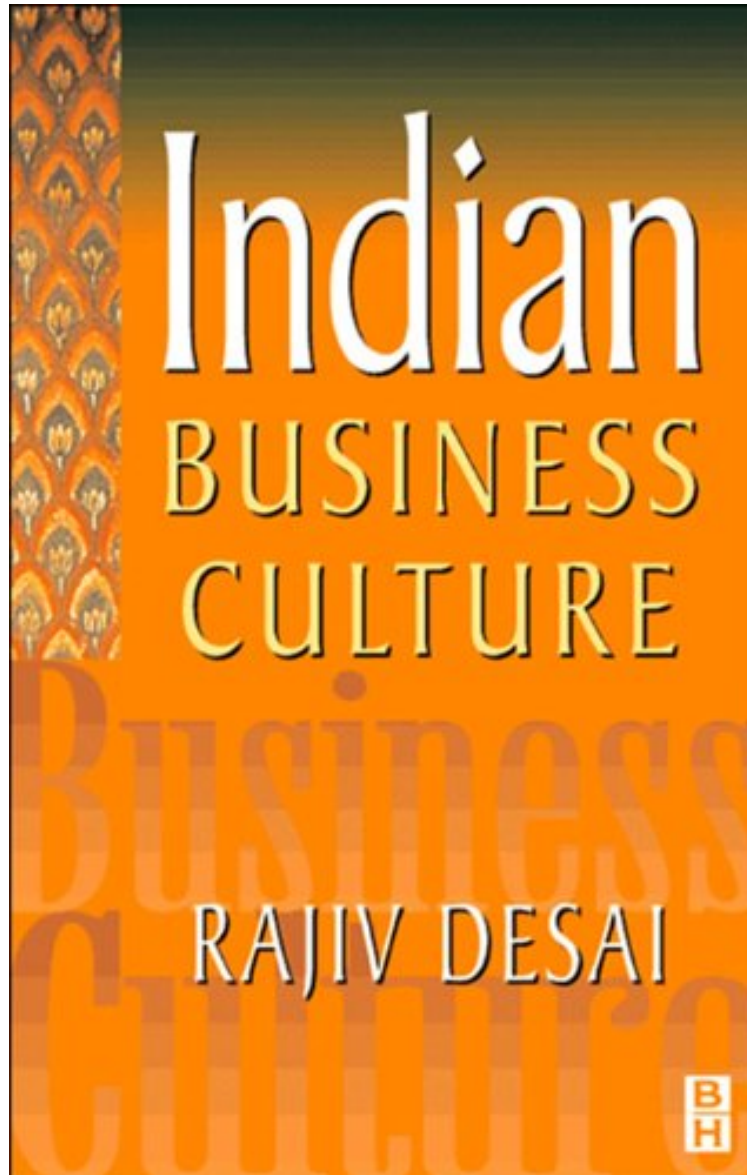


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Indian Business Culture

Rajiv Desai

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Rajiv Desai : Indian Business Culture before purchasing it in order to gauge whether or not it would be worth my time, and all praised Indian Business Culture:

8 of 8 people found the following review helpful. Wrong titleBy Rohit TiwariIf you were a research student looking to gain some insight into Indian business culture then you would be as disappointed as I was after reading this book. The back cover of the book suggests "Indian Business Culture addresses the cultural issues related to doing business in India" but the reader is left wondering 'where'? From the title of the book you would expect discussion about cultural

issues in Indian business however this is not the case. The book is obviously wrongly titled. It deals with socio-political history of India. The author has carelessly title the book. It also contains some errors such as Nehru's death is claimed to have occurred in 1962 whereas he actually died in 1964. There are occasional grammatical and spelling errors too. This book isn't worth pound;19.00. 8 of 8 people found the following review helpful. Not much 'culture' to it. By A Customer I was disappointed by this book -- I was looking for a book describing cultural assumptions of Indian businesses and how these contrast to the cultural assumptions of Western, especially American businesses. That's not what this book is about at all. This book is a very high level discussion of Indian national economic policy. I think a better title would have been "Indian Business Policy" rather than "Indian Business Culture" since the term 'culture' is inappropriately applied here.

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.

From the Publisher 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. About the Author President, Indian Public Affairs Network