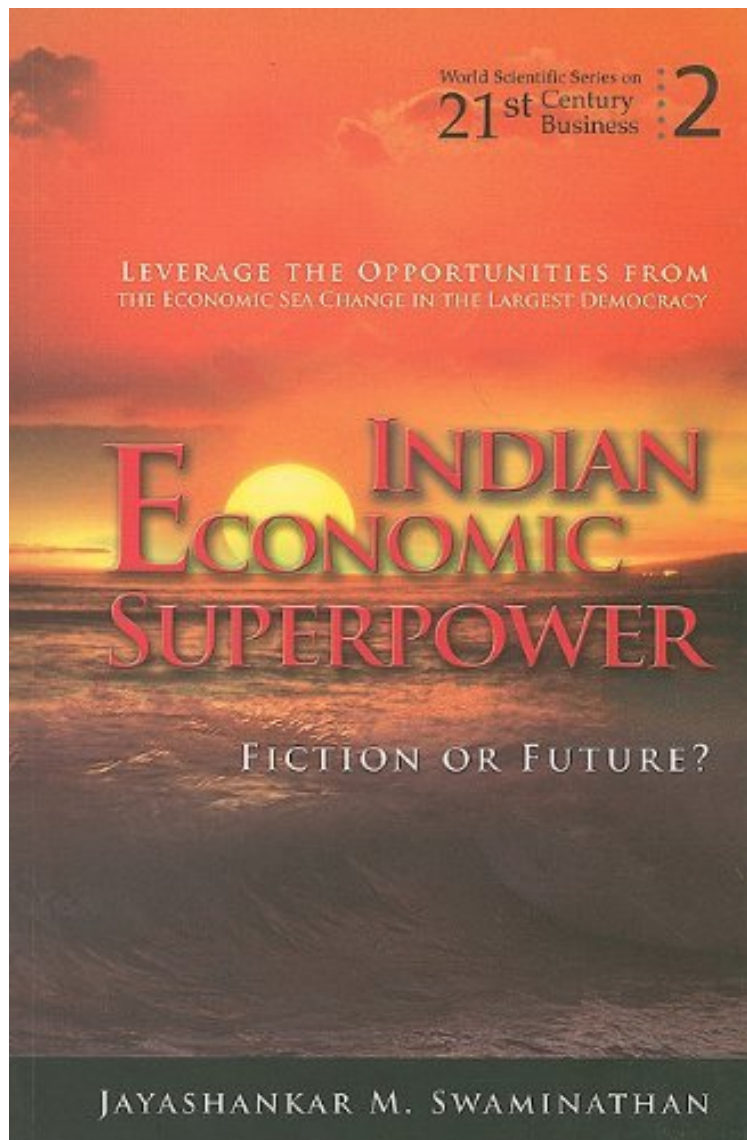


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## Indian Economic Superpower:Fiction or Future?: 2 (World Scientific Series on 21st Century Business)

*Jayashankar M Swaminathan*

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2 of 2 people found the following review helpful. Comprehensive and highly accessible overviewBy Carmel Lurito LeeI read this book before traveling to India for the first time on business and it was a wonderful preparation for some

of what I observed firsthand on the ground. Dr. Swaminathan has assembled a broad range of experts to look at the challenges and accomplishments of the Indian economy and its core industries. This excellent book offers an honest and constructive review of India as it stands on the threshold of becoming a world economic superpower, not sugar-coating India's serious obstacles on this path. I highly recommend this book, which is both scholarly and easily accessible to the nonacademic reader, to anyone interested in India and its likely emergence as a superpower in the decades to come.

View the Author's interview [here](#). India's prominence in the global economy is on the rise. Are we witnessing the rise of an economic superpower? Or is it a mirage? What factors have influenced this economic growth story across the different sectors? Which sectors present future growth potential? How can this opportunity be leveraged? In this volume, leading experts and scholars present an in-depth analysis of the rise of the Indian economy across various sectors over the last 15 years. The book explores potential opportunities and pitfalls in business sectors such as software, business process outsourcing, manufacturing, logistics, aviation, marketing and sales and telemedicine. It also provides an overview of potential challenges related to infrastructure, lop sided growth and education in India and pitfalls to avoid while entering India. The book concludes by identifying sectors of outstanding potential for growth in the upcoming decade. This book is geared towards managers and executives of multinational firms, business students, potential investors or anyone interested in obtaining a deeper understanding about the Indian business economy and its growth story.

Contents: Sea Change in Indian Economy (J M Swaminathan) Connecting Wave: Outsourcing (J M Swaminathan) Offshore to Win and Not Shrink! (V Kulkarni) Connecting Wave: Information Technology (J M Swaminathan) Evolution of the Indian Software Industry: The Emerging Model of Mobilizing Global Talent (M S Krishnan et al.) Connecting Wave: Manufacturing (J M Swaminathan) Indian Manufacturing: Strategic and Operational Decisions and Business Performance (A Iyer et al.) Connecting Wave: Logistics (J M Swaminathan) The Logistics Sector in India: Overview and Challenges (P Chandra N Jain) India's Aviation Sector: Dynamic Transformation (J Kasarda R Vankayalapati) Connecting Wave: Healthcare (J M Swaminathan) Healthcare Delivery Models and the Role of Telemedicine (R Anupindi et al.) Connecting Wave: Leveraging India (J M Swaminathan) Entering India's Product and Service Markets: Ten Caveats that Can Help You Tame the Asian Elephant (S Balasubramanian P Konana) Obstacles Along the Way (J M Swaminathan) Storm of Opportunity (J M Swaminathan) The Global Credit Tsunami and Its Impact (J M Swaminathan) Readership: Business managers; masters and undergraduate students in global business; researchers.

India is an emerging economy that intersects the supply chain of many companies and industries. This is the first book that allows you to learn about the state of the art of supply chain practices, innovative approaches, and the future outlook for India and its neighbors. The content is exceedingly rich and interesting, and will be highly valuable to academics and practitioners. Hau Lee Thoma Professor of Operations Information and Technology Graduate School of Business, Stanford University This book provides interesting insights into the everyday challenges faced in doing business in India and the associated rewards. The detailed analysis of different sectors with specific examples is extremely useful. This book will be very valuable to any multi-national connected with doing business in India. Raman Krishnan Nurani Founder and First Managing Director of KLA-Tencor, India This book comes at a very good time and provides a much needed perspective. It differs from many academic books by being concrete and focusing on key verticals, like medicine and logistics, rather than being abstract and horizontal. It separates itself from consultant articles by being deep and not suffering from the latest twist or buzz, and by avoiding unsubstantiated long-term forecasts. Thankfully, it also keeps away from the journalistic hyperboles of India's medieval past as well as the infinitely unconstrained possibilities of an apparently flat world. A good first read for any person with serious interest in India. Sridhar Tayur Founder and CEO, SmartOps Corporation Distinguished Research Professor of Manufacturing and Operations Management, Tepper School of Business, Carnegie Mellon University This book provides interesting insights into the everyday challenges faced in doing business in India and the associated rewards. The detailed analysis of different sectors with specific examples is extremely useful. This book will be very valuable to any multi-national connected with doing business in India. This book comes at a very good time and provides a much needed perspective. It differs from many academic books by being concrete and focusing on key verticals, like medicine and logistics, rather than being abstract and horizontal. It separates itself from consultant articles by being deep and not suffering from the latest twist or buzz, and by avoiding unsubstantiated long-term forecasts. Thankfully, it also keeps away from the journalistic hyperboles of India's medieval past as well as the infinitely unconstrained possibilities of an apparently flat world. A good first read for any person with serious interest in India.